

Second International Conference on African Consumer Marketing, Firm Strategies and Society

Conference Chair: **Dr. Omar J. Khan**, Morgan State University

with Program Chairs: **Dr. Haiyan Hu**, Morgan State University and **Dr. Wheeler R. Winstead**, Howard University

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OUT OF (AND INTO) AFRICA



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of the

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TABLE OF CONTENTS

EDITORIAL AND INTRODUCTION (by the Editors) pg. 5-8

Section 1: Consumer Marketing:

PRIVACY CONCERNS AND CUSTOMER ENGAGEMENT IN ONLINE BANKING THROUGH THE LENS OF PROTECTION MOTIVATION THEORY

pg. 10-12

Evelyn Quartey, GIMPA and Regional Maritime University, Ghana

Israel Kpekpena, Ghana Institute of Management and Public Administration (GIMPA)

CONSUMER BRAND ENGAGEMENT, PERCEIVED VALUE AND BRAND LOYALTY: AN EXAMINATION OF BRICK-AND-MORTAR RETAILERS

pg. 13-14

Mahlatse Laka, University of Pretoria, South Africa

Tania Maree, University of Pretoria, South Africa

Thinkwell Ndhlovu, University of Pretoria, South Africa

THE NEW NORMAL FOR RETAIL SECTOR: THE RELATIONSHIP BETWEEN AUGMENTED REALITY TECHNOLOGY AND ONLINE CUSTOMER EXPERIENCE

pg. 15-16

Sandra Gamil Metry Habil, German University in Cairo, Egypt

Sara El-Deeb, German University in Cairo, Egypt

Noha Elbassiouny, German University in Cairo, Egypt

ETHNIC IDENTITY, IMPULSIVITY AND CONSUMER ONLINE SHOPPING ADDICTION IN COVID-19 ERA: INSIGHTS FROM NIGERIA AND IMPLICATIONS FOR CLINICAL INTERVENTION

pg. 17

Mojisola S. Ajayi, University of Ibadan, Nigeria

David E. Okurame, University of Ibadan, Nigeria

A CONCEPTUAL MODEL OF AFRICAN LUXURY – A SOUTH AFRICAN EXPLORATORY STUDY

pg. 18-23

Buyi Mafoko, Noble Luxury Africa (Pty) Ltd, South Africa

Thomas Peschken, Glasgow Caledonian University, Scotland

**PLENARY Presentation for Consumer Marketing Track:
ENABLING CONSUMER INSIGHTS IN THE AFRICAN CONTINENT**

pg. 24

Stephan Eyeson, CEO and Co-founder of Survey54, Ghana

Section 2: Firm Strategy

KNOWLEDGE CREATION FOR PERFORMANCE OF EMERGING ECONOMY MNEs

pg. 26-28

Joan Lilian Ogendo, The Technical University of Kenya

FOREIGN DIRECT INVESTMENT IN AFRICA: A RETROSPECTIVE AND AGENDA FOR FUTURE RESEARCH

pg. 29-30

Abdul-Kadir Ameyaw, St. Petersburg State University, Russia
Andrei Panibratov, St. Petersburg State University, Russia

SERVICE MARKETING OPPORTUNITIES IN AFRICA

pg. 31-33

Kristina Heinonen, Hanken School of Economics, Finland

WHAT STRATEGIES EMPLOYED BY RETAIL INDUSTRY IN AFRICA TO MINIMIZE THE IMPACT OF COVID-19?

pg. 34-38

Felix Adamu Nandonde, Sokoine University of Agriculture, Tanzania

AIRLINE CABIN DESIGN AND ENPLANEMENT INTENTIONS OF FEMALE MEDICAL TOURISTS IN DEVELOPING AFRICAN ECONOMIES

pg. 39-41

Juliet John Inyang, University of Calabar, Nigeria
John Okiri Inyang, University of Calabar, Nigeria
Olufesobi Bright, University of Dundee, Scotland; Nigerian National Petroleum Corporation
Tiwalade Mary Ighomuaye, University of Lagos, Nigeria
Victory Udoh-King, Caleb University, Nigeria
Ekele Sunday Francis, Federal University of Technology Minna, Nigeria
Okuniyi Zakariyah Titilola, University of Ibadan, Nigeria

PANEL: THE ROLE OF SMEs IN AFRICAPITALISM – ADVANCING YOUTH ENTREPRENEURSHIP IN AFRICA

pg. 42-43

Panel Chair: **Rebecca O. Oni**, Morgan State University, USA

PANEL: CORPORATE INVESTMENT VS. NGO INVESTMENT IN (OUT OF) AFRICA

pg. 44

Panel Chair: **Hakeem I. Tijani**, Morgan State University, USA

Section 3: Society & Institutions

SHARING CULTURE AND THE SHARING ECONOMY: THE CASE OF LAGOS, NIGERIA pp. 46-48

Abigail Ehidiamen, University of Huddersfield, United Kingdom
Fiona Cheetham, University of Huddersfield, United Kingdom
Alexandros Nikitas, University of Huddersfield, United Kingdom

**THE NEW BUZZ IN MALARIA EDUCATION
IS OPERATIONS** pp. 49-50

Stephen M. Sammut, Wharton School, University of Pennsylvania, USA
Susan M. Mudambi, Fox School of Business, Temple University, USA
Ben Ngoye, Strathmore Business School, Strathmore University, Kenya

**IS FOOD SAFETY A SATISFIER OR A DISSATISFIER FOR AFRICAN CONSUMERS?
EVIDENCE ON GREEN LEAFY VEGETABLES FROM NAIROBI, KENYA** pp. 51-52

Jane W. Chege, Wageningen University, The Netherlands
Arnout R. H. Fischer, Wageningen University, The Netherlands
Paul T.M Ingenbleek, Wageningen University, The Netherlands

**EASE OF DOING BUSINESS AND POVERTY REDUCTION IN NIGERIA:
A CONCEPTUAL DISCUSSION** pp. 53-55

Titilope O. Dimogu, Ignatius Ajuru University of Education, Nigeria

FAMILY INFLUENCES ON WOMEN'S ENTREPRENEURIAL JOURNEYS pp. 56-58

Michael Zisuh Ngoason, The Open University, United Kingdom

PANEL: "The Impact of Exogenous/Endogenous Shock on Youth Entrepreneurship in Africa"
Panel Chair: **Wheeler R. Winstead**, Howard University, USA pp. 59-60

PANEL: From "Oyinbo" to "Oga," and "Bature" to "Maigida!": Language as "Kola"¹ and Clout in Africa
Panel Chair: **Anita Pandey**, Morgan State University, USA pp. 61-63

LIST OF CONFERENCE ATTENDEES pp. 64-68

EDITORIAL AND INTRODUCTION

Omar J. Khan (Morgan State University)
Haiyan Hu (Morgan State University), and
Wheeler R. Winstead (Howard University)

Following the success of the Inaugural “Out of (and Into) Africa” conference - International Symposium on African Consumer Marketing and Firm Strategies - which was held at the Graves School of Business and Management, Morgan State University, Baltimore in 2018, the second edition was launched, organized and subsequently hosted online by Morgan State University on **October 25-26, 2021**.

This 2021 conference has turned out to be a **resounding success**, far exceeding the conference team’s initial projections! Counting each individual attendee only once, we had **236 attendees** at the 2021 “Out of (and Into) Africa” conference. This is especially remarkable, given that this was only the second conference in our biennial “Out of (and Into) Africa” conference series. Attendees, including presenters, joined from all across the African continent, United States and several other parts of the world. A truly international event! Best of all, given vagaries of online conferences and time zone differences, we are proud to say that the conference ran very smoothly indeed.

This 2021 edition of our biennial “Out of (and Into) Africa” conference series was held completely online (using the zoom platform), included multi-HBCU involvement and had three major tracks: consumer marketing, firm strategy and society & institutions. We received strong submissions leading to insightful selected papers, exciting panels, and forward-looking discussion at the conference. A few key features of this 2021 conference were as follows:

- 1) Online conference format: This online venue (through Zoom) was warranted to manage COVID-19 pandemic consequences, and also dramatically lowered costs for attendees.
- 2) Multi-HBCU involvement: Following the initiative led by the Graves School of Business & Management at Morgan State University, we expanded engagement across the HBCU community in enhancing leadership of business and marketing scholarship regarding Africa. Howard University is a partner in this edition.
- 3) Three “divisions” or programs to the conference: In addition to the Firm Strategy (firm-level research) and Consumer Marketing (consumer-level research), a third division/program of Society & Institutions was added to capture the macro-level research that addresses public policy and institutions that are intertwined with business and entrepreneurship development.

Before the pandemic this year, African consumer and business spending was expected to grow beyond \$4 trillion, with a striking demographic dividend indicated by a massive working-age population that will be larger than either China or India by 2034, abundant resources, and fast-paced growth (McKinsey, 2016). While the current pandemic did cause a recessionary environment across the continent, it has also created opportunities (and challenges) for entrepreneurship and small & medium-sized enterprises (SMEs) (World Economic Forum, 2020). Innovative solutions including products/services have been introduced in various countries across the continent in response to the pandemic - which may have far-reaching implications well after the current pandemic subsides in Africa and across the globe.

The past few years have witnessed cross-fertilization of African-born entrepreneurship and innovation into other parts of the world, along with growth opportunities for MNCs and SMEs into Africa. We firmly believe that the time is ripe for a biennially-updated showcase of scholarly insights regarding international business in this under-studied continent - including, and especially, insights and strategy/tactics that originated from Africa. This 2021 conference

edition also marked a significant step toward creating a sustained effort among HBCUs - with Morgan leadership - to connect with Africa in business-related research at both the micro and macro level.

Despite the promising social economic development in Africa and foreign marketers' enthusiasm toward its future growth, there has historically been limited market or consumer research for marketing practitioners (McKinsey's, 2012). The literature shows that existing knowledge on African consumption and behavior is fragmented. We set following three goals for the conference:

1. Reviewing current knowledge on African consumers, marketing, firm strategy, and societal policies - highlighting gaps in our knowledge and understanding of the field in that African context.
2. Developing an agenda for future research
3. Fostering collaborations among consumer, marketing, firm strategy and public policy researchers with similar interests.

Africa's consumer market is continually reshaped by technological advances and urbanization. Despite the growing middle class and economic opportunities in the African consumer market, African consumers are often poorly understood and the research has remained fragmented. The papers in the Consumer Marketing Track explored emerging consumer issues such as privacy concerns that are associated with online banking and factors (i.e. ethnic identity and impulsivity) that may lead to consumer online shopping addiction. Our researchers also examined the retail revolution brought by augmented reality technology and online shopping and how they influence customer experience. Finally, a study on African luxury showed that values associated with authenticity, materialism, and culture/ tradition from an Ubuntu context are valued by African luxury consumers, thus differentiating them from Western luxury consumers. A plenary presentation, delivered by the CEO and co-founder of Survey54, followed with a deep-dive into enabling effective and accurate consumer insights from around Africa.

The best paper presentation award in the Consumer Marketing Track was won by Evelyn Quartey and Israel Kpekpena (both from Ghana Institute for Management and Public Administration) for their paper, "Privacy concerns and customer engagement in online banking through the lens of protection motivation theory".

Effective firm strategy and organization faces great challenges and opportunities in Africa. The papers presented in our Firm Strategy Track examined knowledge creation for emerging market MNEs as evidenced in Africa. An extensive retrospective and future agenda was also presented regarding foreign direct investment (FDI) in Africa. Other researchers in the track studied service marketing opportunities in Africa, while still others focused in on the Africa retail sector response to the ongoing pandemic impact. We also had an interesting paper on product design effect on female medical tourists. Indeed, within a short time span, the research presented in the Firm Strategy Track encompassed a variety of core issues salient to international business conduct around Africa. Two panels were also featured in this track: the first highlighting and discussing the role of SMEs in Africapitalism and the second delving into MNE vs. NGO investment in Africa.

The best paper presentation award in the Firm Strategy Track was won by Joan Lilian Ogendero (from The Technical University of Kenya) for her paper, "Knowledge creation for performance of emerging economy MNEs".

Society and institutions provide an important context within which firm strategy and consumer behaviour is evidenced. As such, our Society & Institutions Track examined a multitude of papers looking at societal influences on the progress of international business in Africa. Examination of the sharing culture and sharing economy was presented. Management's role in malaria eradication was discussed, along with the effect of food safety signals on African consumers. Ease of doing business and poverty reduction in Nigeria were highlighted. Finally, to wrap up the track presentations, family influences on women's entrepreneurial journeys were discussed. The papers evinced good discussion from attendees, especially in the role of public policy measures to encourage international business development around Africa. A panel delving deep into youth entrepreneurship in Africa, along with the impact of exogenous/endogenous shock followed, which yielded further insight on the significant role of Africa's "great

demographic dividend” in the years to come. A further panel into the role of language (with historical context) in establishing trust and “clout”, particularly in business negotiations, brought the conference proceedings to a close.

The **best paper presentation award in the Society & Institutions Track** was won by Jane Chege, Arnout Fischer and Paul Ingenbleek (all from Wageningen University, Netherlands) for their paper, “Is food safety a satisfier or a dissatisfier for African consumers? Evidence on green leafy vegetables from Nairobi.”

The conference, thus, provided great opportunities for brainstorming and dialogue among researchers and marketing practitioners. We are hopeful that we encouraged collaboration between academia and businesses in the US (and other parts of the world) with those from all over Africa. Our attendees included academic faculty, doctoral students, policy makers, economic development experts, bureaucrats, think tank researchers, NGO experts, and senior corporate managers. We encourage scholars from Africa and worldwide to continue collaboration and remain connected with the “Out of (and Into) Africa” platform we are creating at Morgan. We encourage those interested in the developing platform to email the Conference Chair, so we can help maintain success of our biennial conference series and progress in this research stream. We envision the platform to act as a dynamic repository devoted to international business research with an Africa-centric focus.

The 2021 conference featured **U.S. State Department Bureau of African Affairs, Principal Deputy Assistant Secretary, Ervin Massinga, as keynote speaker** There were multiple full sessions of cutting-edge academic research presentations **focusing on the African context and innovative international business approaches**. Highlights included multiple panels on African consumer insights, SME development and Africapitalism, NGO vs. corporate investment, youth entrepreneurship, and the role of language. This scholarly event also highlights the growing significance of the Graves School of Business and Management, and underscores Morgan’s leadership in disseminating African international business scholarship. The 2021 conference was sponsored by Morgan State University, Howard University and CIBER-CMCC.

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ABOUT THE EDITORS:

Dr. Omar J. Khan is Professor of Marketing and International Business at the Earl Graves School of Business at Morgan State University. He is a Fulbright Scholar (2018-19), and has published academic research in leading marketing and international business journals (including *International Marketing Review* and *Journal of Global Marketing*), and taught previously at University of Maine and Saint Louis University. His specialized areas of published research are (i) regionalization of firms/countries and emerging markets, (ii) knowledge management and cultural polarization effects and (iii) global value chains & the blockchain. He has also published in nation branding. He is Chair of the biennial “Out of (and Into) Africa” conference series.

Dr. Haiyan Hu is an associate professor of marketing at Morgan State University in the Earl G. Graves School of Business and Management. Her research focuses on shopper marketing, especially in the area of store image and shopping experience, as well as cross-cultural comparisons of consumer behavior. She has published in peer-reviewed marketing and consumer research journals, including the *Journal of Business Research*, *Journal of Advertising Research*, *Journal of International Consumer Marketing*, and *Marketing Education Review*.

Dr. Wheeler R. Winstead is the Assistant Director for the Center for African Studies at Howard University, one of ten such Centers in the United States. Dr. Winstead earned his doctoral degree from Howard University in African Studies and MBA from the Joseph Katz Graduate School of Business at the University of Pittsburgh. His general research and academic interests revolve around the intersectionality of economic and human development on the frontier between Global Africa and the world. Specifically, this includes African economic development, the role of faith in African development, South-South Development, Brazil and Africa, African Youth entrepreneurship and sustainable energy development.

SECTION I

PROGRAM/TRACK: CONSUMER MARKETING

Program Chair: Dr. Haiyan Hu, Morgan State University

PRIVACY CONCERNS AND CUSTOMER ENGAGEMENT IN ONLINE BANKING THROUGH THE LENS OF PROTECTION MOTIVATION THEORY

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EXTENDED ABSTRACT

As global competition increases with its attendant challenges, institutions have resorted to Information Technology (IT) for sustained productivity and competitive advantage (Pencarelli, 2020), often through customer engagement. Customer engagement in internet banking is a marketing tool for service delivery in this age of information technology advancement. With the COVID-19 pandemic, internet banking has been a welcome and convenient avenue for customers to carry out their financial and other banking transactions from the comfort of their homes or offices. However, one fundamental theme of marketing literature that influences customers' online engagement is their privacy concern for their personal information (Miyazaki & Fernandez, 2000). Notwithstanding the benefits of internet banking, it is fraught with privacy risks. Internet banking also thrives on data obtained from information shared by customers (Lin et al., 2020). Thus, privacy in this respect is viewed as control over the use and dissemination of information of customers, which includes demographic, personal profile and search history information (Nil & Aalberts, 2014).

In this study, we draw on the Protection Motivation Theory (PMT) by Maddux and Rogers (1983) and Rogers (1975) to investigate the privacy concerns of customers engaged in internet banking. We seek to answer the broad question of how the PMT, with privacy concerns as a mediator, holds up to data within a sensitive internet task such as online banking. We seek to achieve these specific objectives: to assess the severity and vulnerability of the threat of privacy concerns held by customers engaged in online banking; to evaluate the efficacy and rewards of coping tendencies due to privacy concerns of online banking customers; to assess the protective security behaviours adopted by online banking customers; assess the mediation role of privacy concerns in the protection motivation behaviour among online banking customers. The study hypotheses predicted a positive relationship between perceived severity; perceived vulnerability; response efficacy, and self-efficacy, but a negative relationship between perceived rewards of online threat and protection motivation of consumers, with the various relationships mediated by the internet banking consumers' information privacy concerns.

The methodology of the study is founded on the positivist paradigm with a quantitative descriptive research design. Data for this research was collected on Ghanaian online banking consumers. Ghana has over 28 local banks with an estimated banking population of 57.7 percent for those fifteen years and above, and internet penetration is put at over 50 percent in 2021 (Sasu, 2021). We developed an online survey questionnaire using the Qualtrics software as the instrument for the study. We adopted all the measures for the study from established scales reported in prior studies. All measures were anchored on a 5-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. We collected the data by a convenient sampling of internet banking users in Ghana. We recruited respondents via various social media platforms. A link to the survey built-in Qualtrics was posted on various WhatsApp groups that authors belong to. The authors also urged their friends to post the link on other WhatsApp groups they belong to. We received 156 responses from our online survey with a final sample of 121 after data cleaning and replacing missing data using the average imputation method.

We performed a CFA using principal component analysis and Varimax rotation with six (6) iterations. A Confirmatory Factor Analysis produced a value of 0.685 as the Kaiser-Meyer-Olkin (KMO) measure of the sampling adequacy, which is more than the minimum cut off point of 0.6. Bartlett's test of sphericity returned a significant output (p -value $< .001$), indicating sufficient correlation between the variables required to advance with the analysis. The rotated component matrix shows items appropriately loaded. Cronbach Alpha results show that all the reliability scores are good except for Protection Motivation (0.639.00) which is below the minimum threshold of 0.7. We then proceeded to conduct Path Analysis. Contrary to our predictions, the path analysis results show no path returned a significant result except the path from Perceived Vulnerability to Information Privacy Concerns and Response Reward to Information Privacy Concerns.

We found some plausible reasons for our seemingly weak results. The findings correspond with a study by Hanus and Wu (2016), which explored security behaviour in the home environment and found that the perceived vulnerability and severity, the threat elements, were not supported as predictive of protective behaviour. Furthermore, findings are also consistent with international reports regarding cybersecurity preparedness. The reports found countries with the highest malware infection rates rather less security-oriented than countries with low malware infection (Desjardins, 2017; Zwilling et al., 2020), revealing how online security decisions differ across countries. This might be the case of Ghana in the present study. Also, there may be a need to explore the knowledge gap with the necessary protective behaviours to adopt in the face of differences in cybersecurity literacy among various individuals. As asserted by Rogers (1983), the potential interaction between high threat appraisal and high coping appraisal could lead to motivation for protection. However, suppose the threat appraisal of an individual is high, but his or her coping appraisal happens to be low; in that case, the motivation to take protective measures could also be low, resulting in a non-protective response. This is indicative of the individual having reduced the potential risk of a specific threat. Thus, the distinction between a protective response by an individual and a non-protective one by another individual may well point to different antecedents, such as a response type being related closely with a threat appraisal compared to one related with a coping appraisal (Rippetoe & Rogers, 1987). Other studies also found a negative relationship between threat appraisal and protective responses, thus not supporting the protection motivation theory, which suggests a positive relationship (e.g. Richert, Erdlenbruch, & Figueres 2017). Lastly, the results could be due to respondents' non-appreciated or lack of understanding of the risk of internet banking, which may then translate into their responses of lack of motivation to self-protect.

Therefore, we consider our findings only preliminary. More so, we believe our findings are pointing us in a direction that may reveal the uniqueness of the African context. In that regard, more research is needed to understand how the concept of privacy is understood by our respondents, and also the mechanism of their responses.

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CONSUMER BRAND ENGAGEMENT, PERCEIVED VALUE AND BRAND LOYALTY: AN EXAMINATION OF BRICK-AND-MORTAR RETAILERS

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EXTENDED ABSTRACT

Consumer–brand relationships have been investigated for some time, with consumer brand engagement receiving growing attention (Obilo, Chefor & Saleh, 2021). In an effort to understand South African consumers' retail store choices during the Covid-19 lockdown restrictions, this study examined consumer brand engagement (CBE), perceived value (PV), and store brand loyalty (SBL) in the brick-and-mortar supermarket retailer context. CBE is defined as interaction with a brand based on its cognitive, affective, and behavioural dimensions (Hollebeek, 2011). PV is the consumer's view of the quality of a brand and willingness to pay for the brand's offerings (Vera, 2015). SBL refers to the consumer's inclination to continuously repurchase from a store (Oliver, 1997). The objectives were to examine the interrelationships between CBE, PV and SBL, and to investigate how PV and SBL influence the decision of consumers to switch retailers due to lockdown restrictions.

A structured online survey was used to collect responses from a snowball sample of South African consumers via Qualtrics. The target sample were selected based on whether they regularly patronise any of South Africa's retail supermarket giants, namely Woolworths, Checkers, Spar, Pick 'n Pay, and/or Shoprite. The constructs were measured on five-point Likert scales adopted from existing measures, except for CBE, which was measured using a refined scale developed in the South African context. PV was adopted from Graciola, De Toni, Milan and Eberle (2020), SBL from Harris and Goode (2004). The questionnaire measured store choice behaviour before and during the Covid-19 lockdown, and whether the respondents changed their store choice during lockdown (switched). Demographic questions such as age, gender and race were asked to develop a sample profile.

The data were analysed descriptively (SPSS) and through covariance-based structural equation modelling (SEM) (Mplus). In assessing model fit, the following indices were used in aggregate: RMSEA < 0.08; SRMR < 0.08; CFI and TLI > 0.9; $\chi^2/df \leq 3$ (Hair, Black, Babin & Anderson, 2019). Reliability, convergent- and discriminant validity were established using Cronbach's alpha and composite reliability (CR) (exceed 0.7); AVE exceeding 0.5, and the squared correlations between the constructs should be below the AVE values (Fornell & Lacker, 1981). The realised sample consisted of 241 respondents with an average age of 29.7 years ($SD=9.86$), of which 35.7% identified as male and 61.8% as female (2.5% declined to answer). The majority (81.7%) of the respondents reported their race as "black African"; followed by 9.1% white respondents. The racial distribution of this study is comparable to the national statistics (StatsSA, 2020). Preferred supermarkets before the lockdown were Pick 'n Pay (36.5%), Checkers (25.7%), Woolworths (19.1%), Shoprite (9.5%), Spar (9.1%). A majority (67.6%) had not changed their supermarket choice. Of those that switched to another store, the majority (24.6%) now shop through Woolworths, followed by Checkers (21.3%), and Pick 'n Pay (19.7%). Most prefer to shop in-store (77%) rather than using the store's existing online facilities. Descriptively, the CBE score show the respondents moderately engage with their chosen store brand ($M=3.1$, $SD=0.80$), they perceive the value of the store to be relatively high ($M=3.9$, $SD=0.815$), and their loyalty to the store brand is also quite high ($M=3.9$, $SD=0.75$).

The final measurement model had satisfactory fit (RMSEA=0.060; SRMR=0.077; CFI=0.900; TLI=0.891; $\chi^2/df=1.866$). Results for reliability, convergent and discriminant validity were acceptable as Cronbach's alphas and CRs exceeded 0.7; and AVEs exceeded 0.5 except SBL; however, the HTMT analyses (below 0.85) indicated

sufficient evidence of discriminant validity. The structural model showed permissible fit: RMSEA=0.042; SRMR=0.050; CFI=0.882; TLI=0.869; $\chi^2/df=4.22$. The results showed that CBE had significant ($p=0.000$) positive relationships with both SBL ($B=0.880$) and PV ($B=0.699$). This indicates that the consumer's engagement with the preferred store brand favourably influenced their loyalty towards the brand as well as their perception of the value that they gain from shopping at the store. SBL and PV did not have any significant relationship with switching behaviour. The findings show that CBE strongly influences PV and SBL for brick-and-mortar retail stores. This supports the importance of CBE for such brands. Retail brands should prioritise building customer relationships to stimulate brand engagement, which may result in loyalty and a positive view of the value offered by the retailer.

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**THE NEW NORMAL FOR RETAIL SECTOR:
THE RELATIONSHIP BETWEEN AUGMENTED REALITY TECHNOLOGY AND
ONLINE CUSTOMER EXPERIENCE**

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ABSTRACT

The world has changed dramatically after COVID-19 pandemic in all industries. In retail sector, the classical paradigm of the relationship between the firms and the consumers has been transformed. Also, the doors are opened for the new virtual technologies to be integrated into the daily transactions. The African countries took several steps to support such a technology revolution. For instance, more than \$1 billion was provided to support tech-startups in multiple countries such as Egypt, Nigeria and Tanzania. Furthermore, the usage of smartphones in Africa increased from 40% to 68% in time frame of four years. Related to this context, Augmented Reality (AR) becomes a novel concept that enhances consumers' experience in the real world with virtual content. Previous researches have shown that AR has the potential to affect the online customers' experience and improve marketing outcomes, yet very little is known about the mechanisms through which AR characteristics can affect the online experience of the users. The research question of the study is 'What is the relationship between augmented reality characteristics and online customer experience?'. This research decomposes the AR-experience proposed relationship and shows how AR characteristics (i.e. augmentation, interactivity, personalization, spatial presence, novelty, entertainment and informativeness) can be translated into enhanced online customers' experience (i.e. Cognitive and Affective). Notably, this understanding may allow legacy brands to leverage on the new AR systems to influence consumer behavior. To conclude, a call for future research is needed to explore how the different forms of these interactive technologies (i.e. virtual reality, voice assistants and chatbots) can reform the future of the e-retail sector. Lastly, the online customer experience that is associated with these technologies should be explored on country-based level in order to address the culture differences.

Keywords: Augmented Reality, Augmentation, Customer Experience, Entertainment, Informativeness, Interactivity, Novelty, Personalization, Spatial Presence

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ETHNIC IDENTITY, IMPULSIVITY AND CONSUMER ONLINE SHOPPING ADDICTION IN COVID-19 ERA: INSIGHTS FROM NIGERIA AND IMPLICATIONS FOR CLINICAL INTERVENTION

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ABSTRACT

The working paper aims at exploring the influence of cultural/ethnic identity and impulsivity on consumer online shopping addiction in Covid-19 era. Evidence suggests that sustained online shopping may lead to behavioural addiction with its adverse consequences transcending the addicted individual to the society at large. Yet, little research attention has been given to the individual/cultural factors with potentials for influencing online shopping addiction in the Nigerian context. The research proposes that diversity in ethnic identity/cultures within Nigeria and level of impulsivity will account for differences in the experience of online shopping addiction since these may create different patterns of buying behaviour. The research, which is at the instrument development and ethical approval stage, will be conducted among fresh graduates of Nigerian universities across South-western, Nigeria. The study will be conducted in two phases using the mixed method approach. Phase One will adopt the correlational research design to establish the strength of relationships among ethnic identity, impulsivity and online shopping addiction, and will be used to select participants (using +2 Standard Deviations above the mean score for online shopping addiction) for the next phase of the study. Phase Two of the research will adopt the qualitative approach which will involve In-depth Interviews and Focus Group Discussions (FGDs) that will solicit online shopping experiences of consumers. Results will afford a better understanding of the relation among ethnic identity, impulsivity and online shopping addiction, and will add an interesting African albeit Nigerian perspective to the literature. Findings will inform theory development/policy for enhancing online consumer wellbeing and clinical therapy for severe cases of online shopping addiction, especially, in the African context where online shopping addiction does not attract social stigma and addicted individuals may not seek psychotherapy to restore wellbeing.

Keywords: Online shopping addiction, Ethnic identity, Impulsivity, Nigeria, Covid-19.

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A CONCEPTUAL MODEL OF AFRICAN LUXURY – A SOUTH AFRICAN EXPLORATORY STUDY

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EXTENDED ABSTRACT

Luxury consumption, specifically luxury brands are generally regarded as globally homogenous and consistent across cultures. However, McCracken's work on culture and consumption, established that cultural values and meaning are conveyed through consumption and discharge varying meanings across different cultures (McCracken, 1986). In emerging luxury growth markets such as South Africa (SA), culturally framed antecedents and consequences of luxury consumption differ from established markets in Europe, the USA and Japan. More specifically, these contrast with societal structures in India (Shahid & Paul, 2021; Shukla, 2012; Tak, 2020), Confucian values in China (Bian & Forsythe, 2012; Wong & Ahuvia, 1998) or religion in the Middle East (Marciniak & Mohsen, 2014; Teimourpour & Hanzaee, 2011) and to a lesser extent in the African context (Madinga & Maziriri, 2019; Steinfield, 2015). Despite these insights, no attempt has been made to conceptually establish luxury and its values and meaning within a culturally constituted emerging luxury growth market.

Veblen (1899) first conceptually defined the primal philosophy of Western luxury as a perceptual marker reinforcing an individual's social stature. It has been heralded as a lifestyle enabler for affluent individuals to leverage their purchasing power to access rare, incomparable, and unattainable luxuries (Kapferer & Valette-Florence, 2019). In their cross-cultural studies, Shukla and Purani (2012) highlighted the importance of culture level differences in collectivist societies such as SA, stating their value in influencing social identity and luxury purchase motives. Typically, emerging middle-class consumers have an externally motivated self-concept due to their heavy reliance to comply with social norms and to signal status and recognition from peers (Shukla, 2008; Shukla & Purani, 2018). Evaluating the role of social groups in influencing luxury consumption culture, and dependency on the social context to frame a luxury consumer's perception of value is important and thus establish culturally bound luxury concepts e.g. African luxury.

Africa's widely embraced philosophy of *Ubuntu* speaks of the continent's humility and common code for cohesion and generosity (Mooij, 2010; Hofstede, 2011) and thus incongruent with Western luxury values of materialistic displays of success. *Luxe Ubuntu* is the notion of community consciousness and the values based on which Africa's luxury fundamentally differs from the West, as purposeful and driving motives for luxury consumption in Africa premised on the collective values of *Ubuntu* (Martin-Leke & Ellis, 2014). The emergence of the *Afro Luxe* as a new, dynamic and affluent class of African consumers embracing their heritage and reclaiming their traditional pride is driven by status and prestige-seeking behavior that reflects their success by the money they have amassed as an indicator of self-enhancement (Crosswaite, 2014).

South Africa is leading the renaissance of luxury in Africa with a celebration of heritage giving rise to more ethnocentric African luxury, which has increased this consumer's desire to enjoy distinctive products without having to discount their cultural identity (Stiehler, 2016). The *Afro Luxe* have acquired a refined taste which justifies the high expectations they have for luxury brands to understand their unique set of challenges, tastes, preferences, behaviors and consumption needs. They are likely to apply a much less complex value metric than their Western counterparts, to determining their luxury perceptions and subsequent purchase behavior. For luxury brands to succeed in Africa they would have to be principled on communal ethics, cohesion, and common upliftment by assigning meaning and

social value that drive self-perception which transcends individuality (Martin-Leke & Ellis, 2014; Lian et al, 2017; Picarelli, 2020).

The *Brand Luxury Index (BLI)* applies value-based dimensions to articulate how luxury brands are perceived in relation to oneself, utilized and measured by luxury consumers and their significant others; the *BLI* is a widely utilised scale to measure luxury brand dimensionality, and provides a social context for consumers to decode luxuriousness in (Vigneron & Johnson, 2004). However, additionally, the influence of cultural dimensions has been acknowledged as justifiable in explaining the heterogeneity in luxury consumption across different markets (Conejo et al., 2020).

Smith and Colgate's (2007) framework regards luxury consumer decision-making as a non-linear process evaluating dimensions of value, incorporating utilitarian and economic perspectives driving consumption from a functional and investment aspect; for instance, price-quality is closely linked with exclusivity for consumers in individualist societies (Aliyev & Wagner, 2018) whereas it manifests as price-consciousness among South African consumers evaluating their affordability to access luxury brands (Kim and Johnson, 2015). At a more functional dimension, price and quality emerge as a prominent theme which the initial BLI offered as a key perception of value that drives brand choice among Western consumers. Many of the studies contextualized regionally have been widely impactful in understanding the influence of local culture on the luxury consumption psyche of emerging geographies (Kim & Johnson, 2015). Thus, conceptually, African Luxury attempts to integrate *Ubuntu* values with Western luxury values.

To demonstrate the levers of influence on luxury consumption in South Africa (SA), we opted for focus groups to collect data that investigates the consumer's measurement of value. We gathered qualitative focus group data to be explorative and purposely concentrated from 30 participants across six focus groups of key informants, moderated in a focused environment and recorded for transcription and data analysis purposes. Participants were professionals and entrepreneurs in the private and public sectors in management, executive or c-suite level positions with relatively high-income levels which classify them as middle to upper class with shared lifestyles, common interests, similar social experiences, professional expertise, and geographic location (Johannesburg metropolitan, South Africa) to represent diverse opinions; they were all either already consuming luxury or aspiring towards it. Data was analyzed using the NVivo 12 software to refine the data collected and draw re-emerging themes to validate observations between different focus groups.

From this analysis 12 themes of African luxury values emerged (see **TABLE 1**) and contrasted with existing literature specifically to identify (1) congruence with previously identified Western values based luxury concepts – classified as *Traditional Maintained* -, as well as (2) *Traditional redefined* values and (3) *non-traditional emerging* values that are underpinned by the emerging market luxury consumption literature (see **FIGURE 1**).

Traditional-maintained refers to themes that are consistent with traditional western luxury value frameworks. As SA consumers become more affluent, **history/ heritage** begins to feature as their value perceptions draw closer to the orthodox Westernized luxury consumption behavior (Dubois et al., 2021). **Price and quality** are on par with the **conspicuousness** value in **prestige-seeking** collectivists like South Africans, an important determinant of purchase intentions (Aliyev & Wagner, 2018). African luxury consumers are known to be status and prestige-seeking consumers, a key facet driving luxury consumption amongst collectivist consumer groups in this study (Crosswaite, 2014; Wiedmann et al, 2009). Supporting local **craftsmanship**, promoting community spirit and authentically capturing our stories and experiences in the creation **timeless** luxury products (Martin-leke & Ellis, 2014). This has a close association to conspicuousness which is also an emerging affluent trait and a key influence on SA's entry level luxury market (Crosswaite, 2014).

Traditional-redefined are themes present in Western luxury concepts, however their valance differs and needs to be redefined to draw more context and relevance to the region. **Hedonism** is less of a motive for luxury consumption in SA unlike the West (Kapferer & Valette-Florence, 2019; Lee et al., 2019; Shukla, 2012; Shukla & Purani, 2012). The majority of elite black South Africans who claim to have 'made it', automatically perceive themselves as successful defining their identity according to their material possessions as extended self rather than personal values (Crosswaite, 2004). In SA, the cultural diversity prompts **rarity/ uniqueness** rather than exclusivity of access (Fionda & Moore, 2009).

Non-traditional emerging values are African-specific variables which we expect to emerge as new. **Authenticity** strives for a balance of the *Traditional Maintained* values of craftsmanship and timelessness (Martin-Leke & Ellis, 2014). New money induces **materialism**, and this is a typical trait for SA consumers that strive to acquire luxury products for the sake of external validation (Kapferer & Valette-Florence, 2019). Luxury desirability stems from the contemporary interpretations of **traditional** creativity based on SA’s cultural diversity (Crosswaite, 2014).

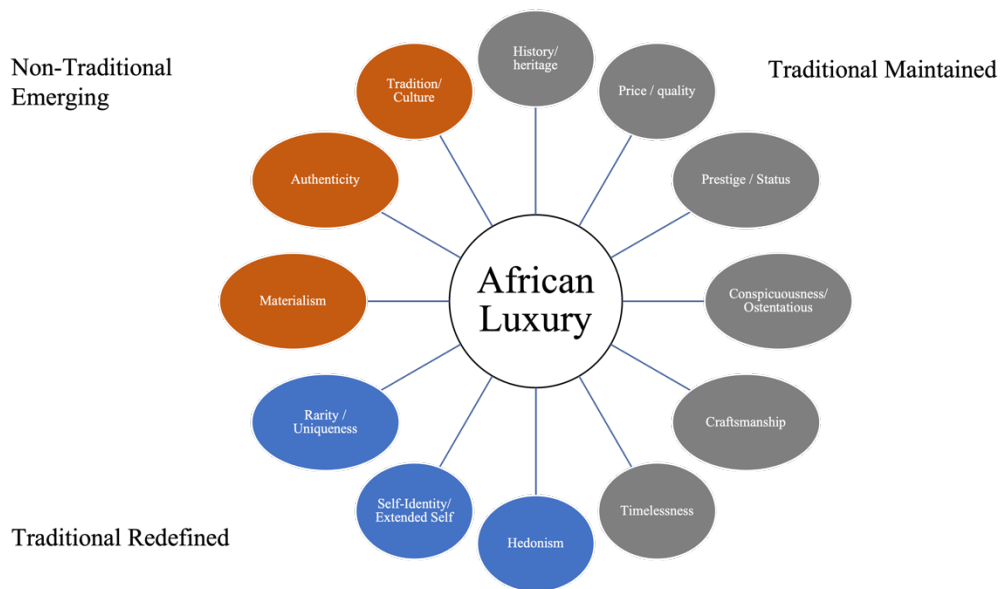
TABLE 1: Exemplary Focus Group Extracts

VALUE DIMENSION	DATA EXTRACT
Hedonism	“Luxury for me is an art worth investing in, and I’m more willing to buy brands that make an effort in the experiences they give me beyond just buying their products. I want to feel important and exclusive”
History/ heritage	“it’s fairly young, so it’s not tried and tested with my palate, so I’d go with what I know. But also I just obviously think there’s a level of refinement that comes with time, and I think given more time, it will be more refined”
Prestige/ status	“There’s a lot of emotions attached to this bag is that if you carry it. Number one, you must be important. You must have a lot of money you have, because not a lot of people own that bag it’s a privilege to own it”
Self-identity/ Extended self	“There are certain statement pieces by Western luxury brands that I would want to have in my wardrobe”
Conspicuousness/ ostentatious	“As soon as something is over exposed, it doesn’t matter if it’s with people that are close to me then it doesn’t seem exclusive, and I tend to stay away from that thing”
Price-Quality	“I would still pay more for B obviously being a champagne versus an MCC”
Rarity/ uniqueness	“I think it’s just a nice clash of the two worlds of like German engineering and African art”
Materialism	“I love it when I can show my friends that I’ve arrived, especially when they like my posts on social media. It makes me feel good especially cos I work hard to be able to afford this”
Culture/ tradition	“And the reason I would go with B is because I’m an African. And for us, our cultural heritage is the dress that we wear”
Authenticity	“So, it’s definitely A for me. Yeah, it’s a personal favourite of mine, I like its authenticity as well. And, again, it’s a South African woman that started it.”
Craftsmanship	“I do believe a lot more effort that has gone in producing this design, as opposed to Burberry which is, I think, you know, they’ve been reproducing this design over so many years...it seems more like an item that’s been mass produced”
Timelessness	“but also when there’s a time factor to it, you know I can look at Cartier, and 20 years from now, it’s still valuable because of the time passage that has passed for me that’s where I find value and I look at that”

A conceptual understanding of sub-Saharan Africa culturally bounded luxury is needed to inform marketing practices from consumer goods, communications, supply chain and distribution to pricing as sub-Saharan Africa develops economically, giving rise to more affluent consumer groups. We lay the foundations for a culturally bound understanding of luxury, which acknowledges some global elements of luxury (Kapferer, 2016) but equally establishes Africa specific values rooted in culture within the concept and thus offering explanatory power for emerging market luxury research (Shukla, 2012) and thus extend the conceptual understanding of luxury overall.

Even though exploratory in nature, insights with managerial implications. Rather than attempting to emulate Western luxury brands to capitalise on cultural relics (Crosswaite, 2014; Steinfield, 2015) or related cues that cannot be replicated by non-African luxury businesses. Therefore, emerging or aspirational African luxury businesses should highlight their non-traditional emergent luxury values associated with of authenticity, materialism and culture/tradition from an *Ubuntu* context as these are valued by African luxury consumers; similarly redefined traditional luxury values should feature alongside non-traditional emergent African luxury values to differentiate themselves from Western brands and appeal to consumers in a way that Western luxury brands are not able to. Since our findings deviate from established Western luxury assumptions in parts, business support, access to funding and policy on a broader scale need to shift and recognise the value of African luxury business embracing *Ubuntu* values as part of their business model and should be encouraged to do so.

FIGURE 1: Conceptual framework for African luxury



However, the exploratory nature of this study has limitations. Thus, future research is needed to explicitly explore values within other emerging markets as these are likely to differ from Africa's *Ubuntu*, some of which have already been acknowledged in the literature e.g. Islam or religion in general (Teimourpour & Hanzaee, 2011) or Confucian values (Wong & Ahuvia, 1998). Equally, further research of this framework in the African context is needed; whilst this exploratory study is from a South African perspective, this luxury concept and its values form the basis for scale development and quantitative testing within sub-Saharan Africa context to establish its broader validity or identify gaps and weaknesses in the concept/ framework. In conclusion, we highlight the importance to acknowledge culture bound values within a global phenomenon of luxury consumption and extend existing concepts of luxury. Our findings offer actionable insights for African luxury businesses, and we identify future research opportunities to further explore the African Luxury Concept.

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**Plenary Presentation for Consumer Marketing Track:
Enabling Consumer Insights in the African Continent**

Stephan Eyeson, CEO and Co-founder of Survey54

Consumer insights on the continent are fragmented and disconnected. The presentation focused on the future of consumer insights and decision-making on the continent using rapid on-demand data. Within the age of AFTCA data becomes more important and companies need to understand the variety consumers across countries.

Stephan is the CEO of survey54 a consumer insights platform aimed at understanding the African consumer, he has a background working for companies such as Uber and SurveyMonkey and had a master's in innovation and management and a degree in theology. He describes himself as an African Nomad. Outside of his day to day he invests and advises startups focused on the continent.

SECTION II

PROGRAM/TRACK: FIRM STRATEGY

Program Chair: Dr. Omar J. Khan, Morgan State University

KNOWLEDGE CREATION FOR PERFORMANCE OF EMERGING ECONOMY MNEs

Joan Lilian Ogendo, The Technical University of Kenya

EXTENDED ABSTRACT

The study examines knowledge creation and performance on emerging economy MNEs. The topic of knowledge creation is relevant in the context of emerging economy of multinational enterprises. Leposky, Arslan and Knotkanen (2015) ascertained that emerging market subsidiaries are becoming increasingly important for Multinational Enterprises because of their high growth potential and future prospect. They further established that knowledge transfer across Multinational Enterprises sub-units is a key ingredient of organizational competitiveness. Khan, Shenkar and Lew (2015) studied the role of socialization in knowledge transfer from international joint venture assemblers and established that whereas formal socialization mechanisms enhance the comprehension and speed of knowledge transfer to local suppliers, informal socialization mechanisms enhance comprehension but not speed. However, having a mechanistic organizational structure among knowledge recipients is an antecedent to formal socialization leading to improved knowledge transfer. Bezerra, Costa, Borini and Oliveira Jr. (2013) established that the impact of the internal and external network on the reverse knowledge process for Multinationals' foreign subsidiaries within their economies and their subsidiaries abroad do not occur with integration. Nair, Demirbag and Mellahi (2016) established that perceived capability, knowledge relevance and absorption capacity positively influence reverse knowledge transfer.

Some empirical research (Rasula et al, 2012; Hassan and Al-Hakim, 2011; Fernandes et al, 2006; Osteloh and Frey, 2000) have established the relationship between knowledge transfer and performance. The contextual gap in these empirical studies is the listed Multinational Enterprises in Kenya. From these empirical studies on knowledge creation, the relationship between knowledge creation and performance is inconclusive. This prompted the need to conduct this research to investigate the relationship between knowledge creation and performance to address the identified gap. Resulting to the research question: What is the effect of knowledge creation on performance of the listed Multinational Enterprises in Kenya?

The reason for selecting Kenya as a country is because Kenya is a key growth center which is dignified to become one of the fastest growing economies in Africa. Globally, Kenya stands at 102 and 131 in the ranking of 189 economies on ease of enforcing contracts and trading across borders respectively and is ahead of the Sub-Saharan Africa (The International Bank for Reconstruction and Development / World Bank, 2016). According to the World Bank, Kenya has made enforcing contract and trade across easier since it has introduced a case management system that will help increase the efficiency and cost effectiveness of commercial dispute resolutions; and also speeded up trade by implementing an electronic cargo trading system and linking this system to the Kenya Revenue Authority's electronic data interchange system for customs clearance respectively.

The concept of knowledge creation is guided by the dynamic theory of knowledge creation and knowledge based theory of the firm, whereas the concept of sustainable performance is guided by the stakeholders' theory. The dynamic theory of knowledge creation and the knowledge based theory of the firm would affect the stakeholders' theory. In view of this, the study engages the dynamic theory of knowledge creation and the knowledge based theory of the firm to evaluate the knowledge creation; and the stakeholders' theory to evaluate the sustainable performance of these listed Multinational Enterprises.

Using a questionnaire, data were obtained from 25 listed MNEs and analyzed using descriptive and inferential statistics. The firms were chosen from the companies listed in Nairobi Securities Exchange. The reason for selecting Kenya as a country is because Kenya is a key growth center which is dignified to become one of the fastest growing

economies in Africa. Globally, Kenya stands at 102 and 131 in the ranking of 189 economies on ease of enforcing contracts and trading across borders respectively and is ahead of the Sub-Saharan Africa (The International Bank for Reconstruction and Development / World Bank, 2016).

The study reveals that knowledge creation has significant effect on performance. The study demonstrates that Multinational Enterprises normally transfer organization and group explicit knowledge to individuals by articulating, extracting and translating tacit knowledge to others. They also convey knowledge to others in documents, email and data base as well as through meetings and briefings. The mode of knowledge creation of combination involving socialization, externalization and internalization is frequently used. The study reveals that knowledge creation has significant effect on customer performance, internal business process performance and social performance.

A theoretical implication reveals that the dynamic theory of knowledge creation and the knowledge based theory of the firm have significant effect on stakeholders' theory. The knowledge based theory of the firm regarding the existence of common knowledge for operation (Grant, 1996) is contradicted by some of these Multinationals. Common language is fundamental for integration of organization mechanism. However, most organizations moderately practice knowledge sharing culture. Other forms of symbolic communications such as use of information technology to interact with stakeholders are minimal. Most organizations moderately use the social media as a commonality of specialized knowledge. The mode of knowledge creation of externalization whereby tacit knowledge of others is made explicit knowledge has mostly negative effects in the achievement of sustainable performance. Furthermore, most organizations moderately recognize individual knowledge domain as they moderately provide non-financial bonuses to individuals who share knowledge in their organizations. Managers should adapt the knowledge based theory to enable them coordinate mechanism within and around their organizations. The study establishes that most Multinationals have adopted the stakeholders' theory of sustainable balanced scorecard performance (Figge et al, 2002; Hubbard, 2009) that measures the financial, customer, internal business process, learning and growth, social and environmental perspectives of the sustainable performance.

The results of the study reveal that most Multinational Enterprises apply knowledge creation practices. They also identify knowledge and it's sharing is encouraged in teams as individuals analyze ideas that are worth pursuing. On job training procedures are documented and applied in these organizations and employees are also encouraged to attend educational workshops. Most of these organizations do encourage individuals to interact using social media; stakeholders use information technology to interact with the organizations. In these organizations, non-financial bonuses on knowledge sharing are provided to relevant employees. The study further reveals that organizations avail adequate resources and expertise in innovation and their managers are flexible in accommodating suggestions to staff. The organizations also encourage their stakeholders to adapt to their strategic plans. Consequently, replication of relevant knowledge is encouraged within these Multinationals. Cross sectional survey was used for this study. The researcher recommends future research on knowledge creation and sustainable performance using the longitudinal survey. This would enable the research to view the trend of the aforesaid concepts in the long run.

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FOREIGN DIRECT INVESTMENT IN AFRICA: A RETROSPECTIVE AND AGENDA FOR FUTURE RESEARCH

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ABSTRACT

Although the eminence of FDI in Africa has attracted the attention of scholars across a variety of disciplines, IB scholars have been slow to espouse FDI in Africa research. Recently, a broad consensus has surfaced that the institutional complexities in Africa shape firms' internationalization (Chan & Pattnaik, 2021; Fainshmidt et al., 2018; Hearn, 2015). This potential eccentricity of FDI in Africa has driven increased scholarly activity in this domain (Ado & Su, 2016; Nyuur et al., 2018). Yet, IB scholars focus on conventional IB theories and topics, while assuming that many of these theories may apply in this context (Peng, 2014). Others also treat the continent as relatively homogeneous despite the heterogeneous nature of countries based on ethnicity, clans, and variety of languages across the continent (Barnard et al., 2017). Besides, the existing research is highly heterogeneous, characterized by varied and often contrasting conceptual perspectives (Nyuur et al., 2018). As a result, scholars struggle to access relevant research about FDI in Africa.

Extant reviews of FDI in Africa have focused on Chinese investments in Africa (Ado & Su, 2016), explore the evolution of IB research in Africa (Nyuur et al., 2018), human resource development in Africa (Horwitz, 2015; Modisane, 2018; Wood & Bischoff, 2020), or rivet on specific faucets of FDI such as international joint ventures (IJVs) in Africa (Oguji et al., 2021) and mergers and acquisitions (M&As) in Africa (Ellis et al., 2015). None specifically addresses the broader needs of the IB audience by focusing on FDI in Africa in its entirety. Therefore, our objective is to review the extant literature of FDI in Africa to comprehend what we know hitherto, whether the African context is peculiar, and how we can improve future FDI research on the continent. To accomplish this task, we present a comprehensive review and assessment of FDI in Africa from the IB perspective. We review 55 conceptual and empirical papers on FDI in Africa published in international academic journals through 2021.

We find that research on FDI in Africa suffers from disintegration, theoretical boundaries and empirical vagueness. Many studies have focused on investments from advanced economies with a handful on emerging markets, which leaves a wide knowledge gap to be explored. Our study contributes to the body of scholarship by identifying and discussing prior research, agglomerating them into themes, and providing a structured debate about what is already known. We further develop an integrative framework that provides extensive knowledge of contemporary and promising avenues for future research.

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SERVICE MARKETING OPPORTUNITIES IN AFRICA

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EXTENDED ABSTRACT

Africa is a continent on the rise. Urbanization, technology and infrastructure developments, and common trade policies are contributing considerably to socio-economic improvements in Africa. The service sector is particularly important for the African economies with developments in for example financial services, ecosystem services and online services. Still, service marketing research in the African context is still largely missing in the leading service journals (Donthu *et al.*, in press; 2020; 2021), although emergent topics such as service inclusion, well-being and service transformation could mitigate some of the key socio-economic concerns in Africa. Much of academic business administration research emerging from Africa is in the domain of economics (Kolk and Rivera-Santos, 2018). While academic research in the African context has been reviewed regarding international marketing, business and management (Amankwah-Amoah *et al.*, 2018; Kolk and Rivera-Santos, 2018), the service marketing (SM) research has not been delineated.

This article aims to provide an outline of the theoretical issues that showcase the existing service marketing research *among* African researchers (in situ) and *about* Africa. The findings indicate conceptual, policy and managerial pathways for further service research in the African context. Two research questions guide the study: RQ1: What service marketing topics have been explored by African-affiliated researchers? RQ2: What is the network of service marketing researchers in Africa? The study is based on a literature review of service marketing articles published in leading service journals and authored by African-affiliated researchers. Additionally, a qualitative study is conducted among the leading service marketing researchers in Africa to identify the key topics of service marketing research.

Service marketing emerged as a discipline in the 1970s and it was mainly conceptual in nature, focused largely on delineating the characteristics of services in comparison to goods¹. In the 1980s and 1990s service marketing gained traction, and several service marketing conferences and journals were initiated. During this period, classic service marketing models, such as perceived service quality, service encounters, and internal marketing were developed (Parasuraman, Zeithaml, & Berry, 1985; Bitner, 1990; Grönroos, 1983). Currently, the service marketing discipline is focused on the emergent properties of service in regards to service systems, value co-creation, customer experience and engagement, and service innovation. The service marketing contributions originally emerged from the US and Europe, however currently also researchers in Asia and Australia contribute largely to the current research (Donthu *et al.*, in press). Africa, similar to other emerging markets, is not represented among the top contributors according to the bibliometric review of service marketing contributions published in leading service journals (Donthu *et al.*, 2021; 2020; in press).

We conducted a literature search to develop an overview of the state-of-the-art research in Africa. We chose to focus on the six main service research journals: Journal of Service Research (JSR), Service Industries Journal (SIJ), Journal of Service Management (JOSM, formerly International Journal of Service Industry Management), Journal of Services Marketing (JSM), Journal of Service Theory and Practice (JOSTP, formerly Managing Service Quality), as well as the Journal of Retailing and Consumer Services (JRCS) that had published a significant volume of research with African-based authors. Other journals focused on more specific service sectors, such as tourism, hospitality, banking, could have also been included, but for methodological feasibility, we chose to focus only on the general service journals. We subjected the six journals (including the former titles) to a primary search through the Scopus database, by using the affiliation country and journal title as key search blocks. For the affiliation country, we used all

¹ See Fisk *et al.*, 1993; 1994 for an overview of the development of service marketing research.

countries regarded as part of Sub-Saharan Africa (46 countries). The search resulted in 73 articles conducted with at least one author with an African affiliation, explicitly stated in the author details of the publications. Some of the authors included in the sample had double (or even multiple) affiliations, but they were included as Additionally, to deepen the retrospective findings of the literature review, we conducted a qualitative study among the African-affiliated researchers who have published in the service journals. The study included four thematic areas focused on the key research topics, reflections on service marketing research on the continent, contribution of African research in the global service marketing field, as well as future research areas.

Table 1 provides a quantitative overview of the service marketing research published in the leading service journals. South Africa represents the largest hub of researchers, and researchers are also located in Ghana, Nigeria, and Cameroon. Authors also often have double affiliation. Roughly half of all publications are based on collaboration with researchers outside Africa, mainly in Europe, but also in the US, China, and Australia.

	All	JSR	JOSM	JSM	SIJ	JOSTP	JRCS	
Total articles with African affiliation	72	3	8	5	16	7	33	
Co-authored with international researchers	42	-	6	3	10	3	20	
Recent articles (2020 and onwards)	28	-	1	-	6	1	20	
Year of first publication	1996	1999	1996	2003	1997	2000	2006	
Primary affiliation in Africa	42	3	3	3	11	5	15	
African countries	<i>South Africa (SA)</i>	55	3	5	5	10	4	28
	<i>Ghana</i>	8	-	1	-	5	1	1
	<i>Nigeria</i>	6	-	2 ²	-	1	1	2
	<i>Cameroon</i>	2	-	-	-	-	-	2
	<i>Uganda</i>	1	-	-	-	-	1	-

The thematic analysis indicates that African contributions to service marketing is still emergent. SM research itself does not have a particularly rich conceptual foundation in Africa compared to other parts of the world. Classic models such as perceived service quality and technology adoption models represent well-trodden paths. This is no surprise as the limited research resources need to be utilized to address the continent's most pressing problems and needs. As a result, much of the research conducted is of an applied and empirical nature, with research in empirical sub-domains such as financial services marketing, tourism and hospitality marketing, mobile services, and telcos. The strong current of empiricism is thus well-justified given the circumstances the continent finds itself in. More recent research in Africa adopt emerging research areas such as customer engagement, service inclusion, sustainable consumption, and the COVID-19 pandemic and thus aim to contribute more clearly to conceptual development.

Africa as a research context has much to offer and studies of this continent can bring important experience-based insight to emergent service marketing concepts. Africa represents a fertile terrain to explore societally important topics such as financial service inclusion, well-being and sustainability (Fisk, et al., 2018). Yet, African-based researchers are not fully contributing to the global scientific discussion around service marketing. This paper provides pathways to stimulate further scientific involvement and stronger theoretical contributions. The study contributes to existing service marketing research through its integrative synthesis of research pouring out from African-affiliated researchers. It offers implications how researchers from other parts of the world are able to conduct locally relevant service research, and suggests strategies for African-affiliated researchers to leverage their local expertise and contribute to ongoing research avenues as well as to mitigate the perceived weaknesses of the conceptual foundation of their research.

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WHAT STRATEGIES EMPLOYED BY RETAIL INDUSTRY IN AFRICA TO MINIMIZE THE IMPACT OF COVID-19?

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EXTENDED ABSTRACT

Modern retailing industry is on the rise in Africa which was due to urbanization, change in life style, swelling of middle class and an increase in income. Following to that continent has seen arrival of Wal-Mart (US supermarket that acquired 51% share of Mass Mart (South African retailer)) that operates in 13 countries in the continent) and Carrefour (French retailer) in its supermarket business and other South African retailers (Shoprite, and Pick n Pay) are expanding in the continent too. The industry is estimated to employ more than 30,000,000 people directly in the continent and to contribute more than 5% of the GDP to some countries too. However, from March, 2020; Africa's retail industry has been affected with measures of controlling the spread of Covid-19 pandemic which implemented by Africans government. Some of the measures include closure of public places such as pubs, schools and markets, night curfew and limitation of public transport. We understand the importance of these measures in protecting the life of humans on the planet. But the same measures have some impact on retailing industry. The current study intends to answer the research question: What strategies employed by supermarkets in Africa to minimize the impact of Covid - 19?

To understand strategies used by retailers in Africa during Covid-19, the current study is governed by Lewin's three stage change model. The model has originated from child psychology and has extensively used in human resources and strategic change management ***hold that for a change to occur external force and internal should be accepted by community.*** We argue that dynamics which brought by Covid-19 globally had influenced changes on how retailers operate. However, for us to understand the future of retailers operation in the continent we need to ground the current situation that retailers are going through on the dimensions which form three stage change model.

Covid-19 has brought a massive changes on how retailers operate due to a number of measures introduced by the governments globally as means of curbing the effect of the pandemic. Some of these measures are curfew, social distancing, lock down, ban of the flights and public transports. The curfew that limit people to travel after some hours has been introduced in a number of African countries. Lock down that introduced in South Africa limited people to move and further limited even for home delivery of consumers' goods and foods. Furthermore, lock down complicated

flow of goods from one country to another due to border closure and flights ban. All these led to more pains to retailers and availability of goods at their stores.

The three stage model of change assumes that there are three main forces that affect organization current operating status namely *driving, restraining and equilibrium forces*. Restraining forces are issues that go against any new ideas that introduced with an interest of restoring the situations after some new practices have been introduced. Simply put these are forces which limit new approach that aimed to change the current status in the organization. Currently retailers are experiencing decline on profit due to low income of consumers following lay-off introduced by a number of firms after the shrink of economies. In that regards supermarket may decide to introduce new policies that could enable them to survive but some of these policies may be rejected by main stakeholders such as employees, suppliers and consumers and may be considered illegal.

The model suggest that for any changes to occur there are must be a *driving forces*. Covid-19 as a 'driving force' has brought low demand of consumer goods and low mall visitations as a result of lock down and transport ban measures which result in low purchasing power of consumers. That means retailers have to design new means to enable them to survive and meet consumers at their premises. Some of these measures can be online retail and home delivery.

Literature show that African consumers don't prefer online purchasing or even payment. But the current trend is forcing them to purchase goods online. This suggests that external forces are shaping the way retailers and consumers conduct their business. In that regards it's very important to understand how retailers would set their approach during this pandemic to provide services to final consumers.

Another dimension is equilibrium forces that suggests organisation will continue with its current operation if there is no driving forces that may accelerate its new directions. Until there is forces that destabilize current positions then the motion will begin (Burnes, 2020). We argued before that Covid-19 had led to unemployment and changed the way people spend their income. But traditionally retailers seem to be reluctant to accept changes due to their power as gate keepers in the value chain. This has made them in all cases to pass down costs to other players such as growers and manufacturers in terms of price reduction, or even sharing costs for some activities. In that regards it's very important to understand how the current context has changed the way retailers they operate.

The current study relied on secondary data and different sources have been used to understand the strategies used by retailers in Africa to minimize the impact of Covid-19 such as website, newspapers and reports of impact of the pandemic. Data were collected after Google search by using key terms like impact of Covid-19 on supermarkets in

Africa, stores closure, impact of Covid-19 on consumer spending and impact of Covid-19 in business performance in Africa. Sources of the data were newspapers, website and reports on C-19. Newspapers and website information were downloaded and printed for further analysis. 167 sources of information on retail and Covid-19 were collected from different sources such as BBC, Reuters, The Economist, The EastAfrican and the Monitors newspapers. Unit of analysis were reports and newspapers. Data were coded in code sentences, category and themes.

When the hit of Covid-19 increased retailers engaged in turnaround strategy by closing stores in domestic and foreign market. Furthermore, they lay off employees following number of visitors to decline at their stores. With closing of the foreign operation in the continents large retailers such as Pick N Pay and Shoprite closed their African operations following the decline of the sales and hardship of doing business that fuelled by the pandemic. Due to lockdown measures, retailers embarked on online retailing. Furthermore, new platforms emerged in the continent to facilitate distribution of fast moving consumers' goods. In general fresh foods such as vegetables and fruits emerged to be preferred commodities to be bought online by consumers in the continent. Some of the online platforms which emerged are Fresh in a Box, the Market Garden in Malachi in Zimbabwe, and Tambula providing services to consumers in Namibia and PricePally in Nigeria. All these online platforms which emerged in different countries in the continent seems not to perform better before the pandemic but have seen changes after the emergence of the Covid-19. For example, PricePally had 300 users before the pandemic but after the pandemic the number rise to 1000 users (Reuters, 2021). This suggest that African consumers are migrating towards the use of online platforms which opted to be a new vehicle to consumers in the continent following curfew and other measures introduced to curb pandemic. With limitation of movement of people and public transport that means consumers will buy food from convenience stores. In some cities public transport were not allowed to move and by understand that a good number of people don't have private car that visitors to stores located outside the residential areas face some challenges. In that regards, home delivery that use motorcycle (Boda Boda) for consumers' goods emerged to be one of the most preferred techniques.

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AIRLINE CABIN DESIGN AND ENPLANEMENT INTENTIONS OF FEMALE MEDICAL TOURISTS IN DEVELOPING AFRICAN ECONOMIES

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EXTENDED ABSTRACT

The aviation industry plays a key role in propelling tourism across borders and its effect on medical tourism cannot be overemphasized. In the modern trend of medical tourism, people move from developing economies to developed countries in search of medical treatment and vice versa. Recent indicators from researchers and aviation authorities demonstrate a significant annual growth (up to 3.8% annually) for travels among female medical tourists in Africa (International Civil Aviation Organization, 2017; Gill & Singh, 2011). Also, the World Tourism Organization (2019) alongside Intrepid Travel (2020), reports that 63% - 64% of world travellers are female. These statistics portray the pivotal role of airlines in transportation.

Hence, key players in the travel industry are placing more focus on catering to the specific needs of this gender enabling them to remain relevant. (Hao & Har, 2014). Due to the teeming population of female travellers, airlines cannot afford to ignore requirements to satisfy a customer thereby leading to positive word of mouth and retention. A satisfied customer or female traveller will be a regular buyer of products/ services which will lead to brand loyalty in the long term. (Kwok, Jusoh & Khalifah, 2016), (Hoffman & Bateson, 2011; Hoyer & MacInnis, 2010 as cited in Kwok *et al.*, 2016). Interestingly, studies show that expectations regarding price, cabin features and in-flight activities and services were influenced by gender and that women as key decision-makers in terms of travel plans should be considered in airline service delivery (Aksoy, Atilgan & Akinci 2003; Bond, 2019; Kurtulmusoglu, Feryal, Pakdil, & Tolon, 2018). From these studies, this paper sets out to examine the influence of cabin design on the enplanement intentions of female medical tourists in developing economies.

Airline cabin design is the configuration of the interior appearance and functionality of the passenger-accessibility areas of a plane. Airline cabin design innovations are driven by consumer requirements and passenger experience. Passenger anthropometric requirements and experience is what propels air cabin design because, in the

end, the comfort and services all make up the Airline's efficiency. (Hall *et al.*, 2013). Kurtulmusoglu et al. (2018) showed that three main criteria drove the airline choice for female passengers. They include cabin features and responsiveness; employee competency and booking & reservation and in-flight services, though there were other factors the aforementioned resonates with female passengers amiably. Worthy of note that the highest influential dimension for female passengers when it comes to airline firm selection is 'cabin comfort' Aksoy *et al.* (2003). Study shows that cabin design like seat arrangement, cabin layout, and activity arrangement can effectively improve or reduce passenger discomfort (Liu, Yu & Chu, 2019). Based on this, the paper hypothesized that:

H1: Cabin design (seat design, cabin layout, and activity arrangement) significantly influence future enplanement intentions of female medical tourist in developing economies

H2: Cabin comfort mediates the relationship between cabin design and female passengers' enplanement intentions.

This research is a causal-explanatory study adopting a mono quantitative approach using primary data. The focus of our study is on female passengers who fly in economy class in developing countries with a particular interest in West Africa courtesy of the aggressive efforts of the Economic Community of West African States (ECOWAS) namely Nigeria, Benin Republic, Togo, Ghana, Ivory Coast, Mali, Senegal, Liberia, Sierra Leone, Gambia, Guinea, Guinea – Bissau, Cape Verde, Niger and Burkina Faso with relevant policymakers and aviation authorities. (ECOWAS, 2019). The survey data analysis were executed with the R software. The Ordinary Least Square (OLS) regression analysis and Sobel, Aroian, and Goodman tests for mediation shows that three elements of seat design (backrest, seat pitch and legroom) had both direct and indirect effects on enplanement intention. Respondents were sourced purposively from the customer list of a leading, full-service online travel company. Data were collected with the aid of an online semi-structured questionnaire. The instrument contained close-ended questions measured against a five (5) -point rating scale (for quantitative data) and open-ended questions aimed at yielding qualitative responses. Qualitative data were obtained simply to provide insightful support to the findings from the statistical analysis. The method was adopted due to the desire to examine trends, causal relationships, as well as gain deep insight into the phenomenon under study. The scale comprised of 5 = Very Satisfied to 1 = Very Dissatisfied. A "Don't Know" option (coded as 0) was included to prevent bias in responses. This is treated as a missing value during analysis.

The findings from the data depict the following:

H1: Cabin design (seat design, cabin layout, and activity arrangement) significantly influence the future enplanement intentions of female medical tourist in developing countries of which the female tourists express their preference for more legroom and seat space which will influence further engagement with an airline.

H2: Cabin comfort mediates the relationship between cabin design and female passengers' enplanement intentions. The results show that all three of the elements which include seat design, cabin layout and activity arrangement as proposed by Liu et al, (2019), of the which, seat design has the most effect on female tourists with a corresponding effect on enplanement intentions by same.

In conclusion, this study shows that the level of comfort female passengers experience within the aircraft cabin largely influences their purchase decision. This calls for airline businesses to be creative to thrive post-pandemic. Airlines can give female travellers the option of upgrading their tickets to enjoy specific adjustable seat features. The study also recommends that airlines with few fleets can have a separate section in the craft designed to accommodate female medical tourists' needs, airlines can remodel seat designs to be flexible specifically for medical tourists.

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PANEL: The role of SME in Africapitalism - Advancing Youth entrepreneurship in Africa

Panel Chair: **Rebecca O. Oni**, Morgan State University

Introduction: The concept of Africapitalism refers to an economic philosophy that the African private sector has the power to transform the continent through long-term investments, creating both economic prosperity and social wealth. As Africa struggles towards improving issues such as governance in the public sector, (a major factor that has hindered the continent's growth), the private sector and MSME contribution is fast becoming a backbone strengthening the economy. In the same vein, the increased unemployment rate in Africa ranging above 30% in the major economies has resulted in the increase of SME players as unemployed African youths begin to embrace entrepreneurship, thereby contributing to the GDPs of their respective countries. For example, recent statistics from Nigeria reveal that MSMEs contribute over 50% of the nation's GDP. It is therefore important, to drive conversations that help enlighten and further support youth entrepreneurship and Africapitalism.

Target Audience: Small Business Owners, Professionals and academics working in research, policy and management whose work depends upon development finance, entrepreneurship and Investment in Africa. Participants would gain practical insights in the entrepreneurship and SME Landscape in Africa and learn tested solutions and recommendations from African speakers in growing Small Businesses as it relates to an African context.

Workshop Plan: The workshop is aimed at addressing pertinent issues with SME development in Africa and charting the growth path for youth entrepreneurship as it relates to financing, education and strategies for positioning. The proposed duration for the workshop is 45 Minutes (100 Minutes) with 10 minutes allotted to each speaker and 15 minutes for Q and A.

Speakers: The proposed speakers were carefully selected from major African regions and have achieved a positive track record in assigned sub-topics.

- i) Adulai Bary (Guinea Bissau)- Founder, InnovaLab
- ii) Calvin Jodisi (Kenya)- CEO, Asenti
- iii) Solape Akinpelu (Nigeria)- CEO, HerVest

Panelist Profiles

Adulai Bary (Guinea Bissau)- (Thriving against the odds) Strategies for Positioning

Adulai Bary is an innovative IT Professional with more than 10 years' experience in Computer Engineering, Business Intelligence with an MBA in Business and entrepreneurship. Seasoned entrepreneur and founder of 2 startups namely: InnovaLab the pioneer innovation & entrepreneurship accelerator located in Guinea-Bissau and BIGTechnologies a software development company and the first supplier of hardware and professional system, representing tech giants like Microsoft, HP & LEGRAND, to name but a few.

Adulai is an entrepreneurship and Innovation ecosystem builder, Youth employment and Digital Economy specialist internationally recognized by UN, One Young World and Next Einstein Forum (NEF) as Ambassador. NEF Ambassadors are the NEF's young science and technology champions, one from each African country.

After an inspirational and fruitful 2016 Mandela Washington Fellowship in Business track in US Reno/Nevada, Adulai decide to leave his job to do fulltime entrepreneurship, he employs 20+ young people and supporting the Government on the digital transformation of his country. InnovaLab is the pioneer innovation accelerator located in Bissau where they focus on ecosystem development initiates, mentoring & startup incubation, co-working space, etc. Bary is a One Young World Ambassador and Young African Leaders Initiative Alumni.

Solape Akinpelu- Nigeria - Entrepreneurship Education- Bridging the knowledge gap

A Certified Financial Education Instructor and a member of the Personal Finance Speakers Association (USA), Solape is Founder, HerVest, a women-focused and inclusive fintech platform for the underserved and excluded women in Africa. HerVest enables women to participate in savings, impact-investments and credit, credit particularly for small holder women farmers in Nigeria.

As a financial feminist, Solape is pro SDG5 and SDG10 who believes in achieving gender equality and reducing inequality through financial literacy, technology, and access to capital.

For over 12 years, Solape has worked on Nigerian's top financial brands including Skye Bank, Sterling Bank, Wema Bank, Leadway Assurance, and FCMB before waltzing to the client-side of communications at Meristem, a leading investment firm as the head of corporate and marketing communications.

Solape is the Nigerian chapter director of Women in Tech® Global an international organization with a double mission: to close the gender gap and to help women embrace technology.

In September 2021, Solape's led HerVest was chosen from thousands of applicants to present at the number one startup launch competition in the world at TechCrunch Disrupt. Not only that, HerVest the only Nigerian startup selected to pitch alongside 19 other global stars. The Techcrunch Disrupt Stage was where companies like DropBox, Yammer, Cloudflare, Uber GetAround, Mint and more all got their start.

She is also a member of the Chartered Institute of Marketing (UK). She has attended impactful executive programs at prestigious institutions including The Lagos Business School and INSEAD, France.

Calvin Jodisi (Kenya)- Improving Investment Engagement

Calvin Jodisi is Chief Executive Officer and Founder ASENTI AFRICA. A communication, business development and entrepreneurship advisory expert with over 10 years of experience. He has founded The African Startup Campus Limited a company that help young entrepreneurs and innovators take their businesses to the next level. Having worked in various entrepreneurship projects and other sectors, he excels at bringing people together and developing professional relations for a successful collaboration and to achieve optimal results and hence he run the annual African Summit on Entrepreneurship and Innovation.

Calvin is an international speaker who has also facilitated several workshops and has been key consultant in developing some of the entrepreneurship framework with the Africa Union, GIZ, UNFPA and other stakeholders. Calvin serves at the African Council for Trade, Tourism and Investment (AFCOTTI). He also runs his social enterprise called ECOPOA that works with youths in Mathare slums to make eco-friendly bags. ASENTI'S vision is to unlock the potential of Africa's start-ups to unleash the innovative force needed to solve the problems across the continent and enhance regional trade. Calvin is the founder and CEO of EcoPoa and ASENTI an organization that offer entrepreneurs training to start ups across Africa through camps and forums. As a great thinker, Calvin has received funding to scale his eco-friendly waste recycling packaging business and has helped several entrepreneurs through ASENTI scale their startups.

PANEL: Corporate Investment vs. NGO Investment in (out of) Africa

Panel Chair: **Hakeem I. Tijani**, Morgan State University

Brief:

The panelists interrogates an aspect of African relations with the wider world yet to be fully contextualized by scholars, policy makers, investors and stakeholders. Africa remains the focal point for discussion about development and underdeveloped as a result of myriads of challenges, exploitation and disinvestment in comparison to other parts of the world. Despite its huge population and resources, the North with its domineering and financial might seems to continue to see Africa as a chess in the game of economic relations. The panelists review this position from Afrocentric lens and gauged the level of investment from and within Africa by all stakeholders. The role of Non-Governmental Organizations gained ground in recent times, but their activities with specificity of some level of success and. Challenges are what Dr. Anita and Anit Pandey brings to the table. Dr. Tobalase review a micro-study of "in Africa" cooperative investment dissecting its challenges and successes with the Adeleke University experiment. While, Dr. Emina refreshingly contextualized corporate behavior anyone grown investment, while Dr. Chukwuma gives a fresh analysis of the quest for vibrant and sustainable "Out of Africa" Investments. Lastly, Dr. Tijani reviewed the "intangible" Africans' investments in their new homelands across the globe engaging scholars for further quantitative and ethnographic based studies and knowledge production.

Panelists:

Dr. Hakeem Ibikunle Tijani (Panel Chair) is a Professor of History, and the Foundation Executive Director, Office of Global Partnerships-Africa, Morgan State University. He had served as the Foundation Dean and Deputy Vice Chancellor respectively at Adeleke University; Foundation Director, of TETFUND Funded, Centre of Excellence in Migration and Global Studies at NOUN. He is the author of more than sixty-five scholarly works including seven books. He founded and edited the International Journal of Migration and Global Studies until 2021. He is the Founder of "Bogoro-Wilson Seminars" – an intellectual initiative aimed at mentoring and creating discourse platform for constructive dialogue.

Dr. Anita Pandey is Professor of Applied Linguistics and Technical & Professional Communication at Morgan State University. She earned her doctorate from the University of Illinois at Urbana-Champaign, and holds a B.A. (honors) in English with a minor in African Literature from Ahmadu Bello University. Anita was born and raised in Africa, and spent time primarily in Zambia (her birth place), Nigeria, and Cameroon. Anita served as U.S. Liaison for *Childhood Education International* from 2017 to 2020, and on the Board of the National Association for Bilingual Education from 2014 to 2017. She directs the Howard County African American History Project, part of the Historical Society.

Dr. Adegbite Tobalase is an Associate Professor in the Department of Languages and Literary Studies at Adeleke University, Ede, Nigeria where he currently serves as the Ag. Dean of the Faculty of Arts. He is also the President of Adeleke University Cooperative Society, where along with other academic members, engages in corporate investment agriculture.

Dr Nnenna Nancy Chukwuma is a Senior Lecturer and the Director Port Harcourt Study Centre of the National Open University of Nigeria. She holds a PhD in Personnel Management from the university of Port-Harcourt Nigeria and Executive Masters in Project Management Project from the Project Management Collage UK. She is a fellow of the Association of management & social science researchers (FAMSSR), Member international professional managers association(IPMA), Nigerian Institute Management(NIM) and others. She has over 25 articles published in reputable journals (local/international)

Dr Emina William Uli is a Lecturer in the Department of Development Studies NOUN. He holds a ph.D. in Sociology of Development from the University of Port Harcourt. He is an institutional analyst with well over five years of post doctoral experience. Emina, is an upcoming academic with more than 10 publications to his credit including book chapters. He is currently the acting Head of Department, Department of Development Studies, National Open University of Nigeria. His area of interest is on the corporate investment in Africa.

SECTION III

PROGRAM/TRACK: SOCIETY & INSTITUTIONS

Program Chair: Dr. Wheeler R. Winstead, Howard University

SHARING CULTURE AND THE SHARING ECONOMY: THE CASE OF LAGOS, NIGERIA

Abigail Ehidiamen, Huddersfield Business School, University of Huddersfield

Fiona Cheetham, Huddersfield Business School, University of Huddersfield

Alexandros Nikitas, Huddersfield Business School, University of Huddersfield

EXTENDED ABSTRACT

The sharing economy over the last decade has experienced significant growth and attention particularly in developed countries. This trend is also gaining momentum in Africa, although consumer behaviour within the African context remains largely understudied. Africa has historically boasted a sharing culture but studies have yet to explore the dynamics between sharing culture and consumer participation in the sharing economy. Using the responses from 40 interviews from participants in Lagos Nigeria, this study specifically seeks to understand the role of sharing culture in influencing consumer participation in the sharing economy. The research findings identify four key themes that underpin consumers views and participation in the sharing economy as a result of sharing culture; problem solving, social relationships, high social tolerance, and need for status. The findings from this study provide practical implications for the diffusion of the sharing economy in a market like Lagos, Nigeria.

The sharing economy allows individuals access to the use of assets and services often for a fee but sometimes not (Botsman, 2013; Böcker & Meelen, 2017). It has continued to grow in terms of initiatives, consumer adoption rates and in academic research particularly in developed countries (Acquier et al., 2017; Palgan et al., 2020). However, the sharing economy in emerging economies (Retamal, 2019) specifically in Africa is lagging behind and remains disparagingly understudied (Novikova, 2021). The exponential growth of the sharing economy in the last decade can be attributed to technological advancement facilitated by the internet and smart phones which allows millions of people around the world to connect instantly (May et al., 2017). As a result, the proliferation of the sharing economy is yet to fully take off in developing and underdeveloped parts of the world where consumers sometimes do not have the means or access to the technology required to participate (Wesgro, 2017). Despite this obvious limitation and a slow start, several developing cities in Africa are beginning to tap into this trend with digital platforms like Airbnb and Uber revolutionizing the hospitality and transportation industries and opening it up to millions of people within Africa and globally (Ndemo & Weiss, 2017).

Lagos, Nigeria, home to an estimated 20 million people from multiple ethnic backgrounds, despite its numerous challenges, is considered to be one of the fastest growing economies in Africa (Dano et al., 2020; World Population Review, 2021). With improving technology, the market is experiencing a steady influx of global and indigenous sharing economy digital platforms particularly transport network companies (Wesgro, 2017). Many consider the emergence of the sharing economy in Africa as timely and crucial for the development of sectors such as tourism and transportation and forecast the sharing economy model as a potentially viable economic alternative and a paradigm upon which multiple industries can potentially benefit (Mutunga; 2018; Novikova, 2021). Whilst the sharing economy is technology enabled and formalised, informal sharing practices already exist in informal and smaller settings. Many African countries, perhaps more than most parts of the world historically have had an array of collaborative consumption schemes (Wesgro, 2017). This has been recorded in the form of community money pools to food sharing, and crowdfunding (Jaeggi & Gurven, 2013; Esiobu et al., 2015). If a sharing culture already thrives in Africa could this be transferable to consumers' acceptance and engagement in the sharing economy? This remains an area that is yet to be explored in the consumer behaviour literature. As sharing economy initiatives begin to gain momentum in environments where traditional sharing cultures have naturally thrived, the time is ripe to delve into the dynamics between sharing culture and participation in the sharing economy. Consequently, this study aims to explore how sharing culture influences consumer participation in the sharing economy using Lagos, Nigeria as the research context.

Sharing culture, as defined by Katrini (2018) refers to the resourceful and alternate ways that groups of people come together to share and cooperate in order to meet their daily needs. Sharing culture is focused on fostering community, social inclusion and sharing. It is not driven by marketplace ideology but rather provides an avenue for people to meet mutual goals by tapping into different ideas, utilizing and relying on their common strengths (Katrini, 2018). Undeniably, sharing cultures and the sharing economy both share foundational similarities revolving around sharing with others and meeting mutual goals. However, the sharing economy is a hybrid economy that has merged sharing, commodity exchange, traditional marketplace practices and monetary transactions with internet-based platforms to create a new form of consumption (Scaraboto, 2015). In order to understand how sharing culture influences consumer participation in the sharing economy, this study adopts a qualitative approach based on the use of semi-structured interviews. In line with standard procedure, 40 participants from Lagos, Nigeria were recruited using non-probability convenience and snowballing sampling techniques. The semi-structured telephone interviews lasted an average of 30 to 40 minutes each, and were carried out over a period of three months. The sample of participants included different ages and lifestyles which provided a diversity of opinions and experiences. Braun and Clarke's (2006) six stage thematic analysis process was used to analyse the data. Four themes were identified as influencing factors that underpin consumers' views and participation in the sharing economy, these are; *Problem Solving, Social Relationships, High Social Tolerance, and Need for Status*. These will be discussed in turn starting with problem solving.

The most frequent communal sharing activities mentioned by participants are the sharing of food, family care, family expenses, housing, clothing, rides and cars, work spaces and money. Participants' experiences of sharing culture initiatives are strongly motivated by the need to solve a problem. Many participants pointed out that because of limited resources, they have no choice but to find creative ways to survive, which generally involves the pooling of their resources to reach mutual goals. Sharing culture transcended just problem solving however, it also provides a means to foster social inclusion and community spirit. In some instances, participants considered being a part of a group, building networks and relationships to be the most important aspect of their sharing culture. Unlike the theme problem solving, building social relationships was expressed more passionately and held more emotional value and in this regard participants' opinions were divided when it came to participating in the sharing economy. A majority of the participants did not see the sharing economy as a means to foster relationships and build community spirit, but rather as a purely functional means to an end.

Having been exposed to different forms of sharing culture either as an observer, participant or beneficiary, most participants considered themselves to be more tolerant of others and as a result were not put off by the idea of sharing things with strangers. Many participants did not see sharing with others as a factor that could hinder their participation in the sharing economy. The final theme that emerged from this study is the need for status. This theme seems to contradict previous research as to the reasons why people engage in sharing culture (Katrini, 2018). However, in this cultural context, some participants pointed out the need to impress others and that other people's opinions also played a role in their sharing culture experiences. Conclusively, this study contributes new empirical findings into the role of sharing culture in understanding consumer behaviour in the context of the sharing economy in this specific cultural context. Here, sharing culture is an important aspect of Nigerian cultural heritage and value. The prevalence of sharing culture appears to contribute towards consumers' willingness to participate in new sharing economy initiatives.

The findings from this study provide practical implications for the diffusion of the sharing economy in a market like Lagos, Nigeria. With a sense of cultural pride, values and community spirit deeply rooted and associated with their sharing culture, this has to be reflected when positioning and marketing sharing economy platforms. Furthermore, it is also important to note that different sharing economy initiatives and platforms will likely attract different consumer groups for example those that simply want to meet a need, those looking for social relationships, and status-seeking consumers. These different consumer segments will potentially be more inclined towards different forms of the sharing economy. This study creates a foundation for future studies to delve into different areas of the sharing economy in Africa in relation to specific sharing culture initiatives on a micro level. Also, as an emerging

sharing economy market, alternate research designs such as a longitudinal study would help to illuminate how consumers' attitudes evolve as they become more accustomed to engaging with formal sharing economy platforms. Finally, Africa is often treated as one market but it is a diverse market comprising of different countries, cultures and ethnic groups. This study focuses on the Nigerian consumer but more cross-cultural studies in Africa are needed to explore the similarities and differences that exist between different consumer groups in the sharing economy context.

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THE NEW BUZZ IN MALARIA EDUCATION IS OPERATIONS

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EXTENDED ABSTRACT

Despite decades of effort, malaria continues to ravage sub-Saharan Africa (SSA), with hundreds of thousands of deaths every year, and a substantial financial burden for households and governments. Improvements in malaria eradication has involved numerous advances in science, including mosquito control, insecticides, antimalarial drugs, and vaccine research, often using open-source approaches (Årdal and Røttingen 2015). Eradication has also increasingly involved information technology, including disease and mosquito surveillance and data analytics. Science and technology have worked together in prevention interventions and in treatment and control efforts. Yet, science and technology alone are insufficient. The new buzz in malaria eradication is investment in operations and management training for national malaria control boards and non-governmental organizations (NGOs) focused on malaria. The open question is through what content and pedagogy can management training drive reduction in the prevalence of malaria.

The origins of malaria are well known, from the organisms that cause the disease through their complex life cycle, to the mosquitoes that transmit the parasites to humans. This includes data-driven insights on mosquito behavior and on the environmental conditions and human behaviors that can either discourage or facilitate disease transmission. For example, open-water management remains a target for mosquito control on the one hand, and surveillance of mosquito populations through climate change on the other. All measures, however, require attention to detail, shepherding of scarce resources and medical personnel (International Finance Corporation 2007), and leadership in all aspect of managing the malaria eco-system process.

Human mobility and health system rigidity often create challenges for malaria detection in geographic areas, and for diagnosis and treatment. There can be a disconnect between the realities of biological and medical science and the realities of social science at organizational behavioral levels and at the population level. Efficient malaria eradication practices such as village outreach programs or even communication through social media as smart phones increase penetration in SSA do not always fit with the cooking, bathing, and bedtime routines of individuals. The variability and unpredictability of disease outbreaks do not always fit with location-specific health clinics and the schedules of health care workers. The science-based malaria elimination model is not always well aligned with the business model underlying the offerings of public health and NGO entities, or with the norms of the African patient journey.

In most SSA countries, malaria control boards are responsible for malaria eradication and treatment. Scientists or medical doctors typically head these boards, due to their scientific and technical expertise. However, relatively few of these medical experts have leadership, management, or operations training. From a business academic point of view, management and leadership training is beneficial and enhances operational effectiveness and efficiency. That is a fundamental assumption of undergraduate, graduate, and executive business programs. However, is that training relevant and important for malaria eradication effectiveness in sub-Saharan Africa?

In recognition of the potential for misalignments between malaria elimination models and the public health business models, foundations and other funders recently began to recognize that whether the goal is to pursue vertical interventions such as malaria, or horizontal interventions for health-systems strengthening, the expansion of grant opportunities to academic institutions for management of health systems and programs is money well-spent. In particular the dissemination of leadership and management principles with an eye towards implementation and impact measurement has become the order of the day. This new focus on leadership strengthening encourages the development of new methods for approaching regional or pan-African leadership innovations in the management science and operations directed at health systems generally and malaria eradication in particular. The USAID-sponsored online course on malaria programs (MEASURE Evaluation 2020) is an example of the new interest in

management now being replicated by other funding entities and development financial institutions such as the World Bank.

A pilot test of the effectiveness of operations and management training for malaria eradication was initiated and is underway in Kenya and other East and West African countries. Included in this training pilot are modules on leadership, accounting and financial management, operational acumen, the understanding of the patient journey, cultural assumptions, gender role assumptions, and marketing concepts to promote better education and communication.

The challenges to the creation and launch of the pilot is establishing the above activities in such a way that specific goals shape the structure and content of the modules, and that there is pre- and post-testing of effectiveness. The principles of implementation research are well-established in the world of public health and are applicable to pilot interventional programs such as the one described.

Moreover, there are unknown unknowns at the time of launch. Even though the long history of malaria treatment and prevention has a litany of lessons learned, there are always surprises and unintended consequences of actions. Management education programs, therefore, must anticipate the unexpected in their design and build into the content sensitivity to the unpredictable and ways of monitoring and measuring consequences.

Overall, the pilot program will illustrate the crucial role of management education and training in malaria eradication. Additional research is needed in the areas of specific cultural sensitivities, best practices to approach communication, and measurement of program impact to determine generalizability of results. In addition, one size will not fit all given the vast cultural, social, and political diversity of the African continent. Customization of new programs based on the lessons of the pilot are an essential part of the design. Although the launch and implementation have many challenges, the buzz is real. For malaria eradication programs to be improved, a three-part scientific approach is needed, to include biological science, medical science, and ultimately management science within the framework of implementation science.

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IS FOOD SAFETY A SATISFIER OR A DISSATISFIER FOR AFRICAN CONSUMERS?

EVIDENCE ON GREEN LEAFY VEGETABLES FROM NAIROBI, KENYA

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EXTENDED ABSTRACT

In developing and emerging countries, consumers are not assured of the safety of the food offered for sale in the market. This is due to poorly enforced regulatory standards, mainly occasioned by limited public sector capacity. In such instances, relying on voluntary, mostly but not always private standards that are market-based and driven by market forces of supply and consumer demand can be explored as an alternative. However, neither the extent of consumer demand for food safety nor the ability of firms to credibly signal the safety of their products to these consumers is currently well understood. Food safety is an important element of consumer well-being in Africa with far-reaching socio-economic and psychological consequences. As food safety institutions are often weak, private development of a market for safety-certified foods is suggested as a solution.

The solution of creating a market for safe food products requires that food safety is an attribute that consumers are potentially willing to pay for. The existing literature shows that in particular consumers in high-income countries simply assume foods to be safe, as such countries have relatively strong institutions to protect consumers from unsafe foods. Recent findings from among others Russia and China suggest that consumers in middle-income countries are less convinced about the protection they can expect from institutions in their countries. They therefore more often take their own precautionary measures and seem to be willing to pay more for food they can trust. Continuing the line to countries with slightly lower incomes, such as those in sub-Saharan Africa would lead to the hypothesis that food safety is a typical satisfying attribute of food products in Africa.

This study therefore examines the nature of food safety as a product quality attribute. We use the Kano theory of attractive quality to examine the nature of the food safety attribute in fresh leafy vegetables. The model utilizes the concepts of customer satisfaction and dissatisfaction viewed against the performance level of a product attribute to classify attributes into four different categories. One dimensional attributes, attractive, indifferent and must-be attributes. The central idea is that some attributes' performance has a nonlinear effect on customer satisfaction. The idea, that depending on the attribute classification, the performance of different attributes influences customer satisfaction differently is not unique to the Kano model and has long been recognised in literature, sometimes with different names. The Kano model classifies attributes into four main classes depending on the relationship between attribute performance and customer satisfaction, namely as a satisfier, one-dimensional, indifferent or dissatisfier attribute.

The study was based in Nairobi, Kenya the capital of the largest economy in Eastern Africa. Nairobi accounts for 43 per cent of the urban population in Kenya (Tschirley et al., 2010), therefore the challenges and opportunities facing D&ECs concerning food safety and food supply systems, occasioned by ongoing transformations are more evident in this city than in other smaller cities in the country. The Kano questionnaire was administered by a commercial market research firm (KANTAR Kenya) in 2020 to a stratified random sample of 653 respondents from the high, middle and low-income areas of Nairobi by computer-assisted personal structured interviews. The Kano

questions were part of a larger data collection exercise, with the other data still under processing. The final dataset comprised 217 consumers from low-income, 220 middle income and 216 high-income consumers. We used a combination of a desk review of the literature, 5 key informant interviews and qualitative surveys to identify relevant product attributes for the Kano questionnaire.

Interviewers contacted the participants and administered the questionnaire. The questionnaire was designed such that, for every attribute a respondent had to answer a pair of questions: one question, functional (framed positively) and a second dysfunctional (framed negatively) concerning the anticipated satisfaction (Berger, 1993; Zielke, 2008). The functional question was: “How do you feel if (an attribute) is present in the product?” and dysfunctional, “How do you feel if (the same attribute) is not present in the product?” to be answered on a 5 point scale labelled: 1. I like it, 2. I expect it/it is a must be, 3. I am neutral, 4. I can tolerate it/I dislike it but can live with it and 5. I dislike it. In addition questions, consumer social-demographic and economic variables were recorded.

For each individual, we assessed how each of the five attributes is classified: a must-be, attractive, one-dimensional, indifferent, questionable or reverse attribute. Once we classified each attribute per participant we used two evaluation methods to create an aggregated classification for the whole sample. First, we used simple frequencies to select the the class with the highest observed frequency for each attribute. Second, we used customer (dis)satisfaction coefficients, using all the frequencies in each class to compute satisfaction and dissatisfaction coefficients. These coefficients are indicative of the average impact of a products’ attribute on the satisfaction of all the customers in the sample. The customer satisfaction coefficient shows to what extent a fulfilled product attribute will cause satisfaction while the dissatisfaction coefficient shows to what extent the product attribute will cause dissatisfaction if unfulfilled for the whole sample. These coefficients range from 0 to 1; the closer the value is to 1, the higher the influence on customer satisfaction.

The results on the frequencies show 377 counts for fod safety as a one-dimensional attribute, versus 130 for must-be, 106 for attractive, and 36 for indifferent. These scores lead to a customer satisfaction coefficient of .74 and a dissatisfaction coefficient of .78. The results show that food safety is considered a one-dimensional attribute, implying that consumers are satisfied when offered safer food and also dissatisfied when offered non-safe food. We further examined the generalizability of this finding by comparing different income groups. We found that the conclusion holds for all income groups examined.

The results imply that market-based solutions are well possible to improve food safety. As the finding is consistent across segments, including those earning the lowest incomes, we poorer consumers may be placed for a “devilish dilemma” trading off higher prices against safety. As such, our results are not unambiguously calling for market-based solutions. Rather, to develop inclusive food safety policies, higher priced safe food products can be a step towards the development of stronger food safety institutions. To develop higher-priced safe food products, measures should be takes across the entire value chain. Hence, important expertise may be developed for what is initially a niche market, but can gradually encompass the entire food system. More research will be necessary to understand whether the willingness to pay is a sufficient incentive for African food companies to invest in safety, or whether other measures are needed to initiate a process of market development for safe food products.

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EASE OF DOING BUSINESS AND POVERTY REDUCTION IN NIGERIA: A CONCEPTUAL DISCUSSION

Titilope O. Dimogu, Ignatius Ajuru University of Education, Nigeria

EXTENDED ABSTRACT

The World Bank's goal is a world free of poverty, and poverty reduction in Africa has been identified as a necessary accelerator for that goal to be met (Beegle & Christiaensen, 2019). Nearly all countries have a similar goal of being poverty-free, hence, research on poverty and possible ways of reducing, alleviating, or eradicating it is well documented. Given that poverty tends to be more dominant in the developing world, most of the research on poverty reduction tends to focus on developing nations. Most countries of the world fit into the United Nations' (UN) definition of developing economies, and Nigeria was characterized as a developing nation as of 2020 (United Nations, 2020). The World Bank also classifies Nigeria as a lower-middle-income economy. Popularly considered the giant of Africa, Nigeria has been of interest to investors and aid agencies alike for the past few decades, particularly since the crude oil boom around 1960.

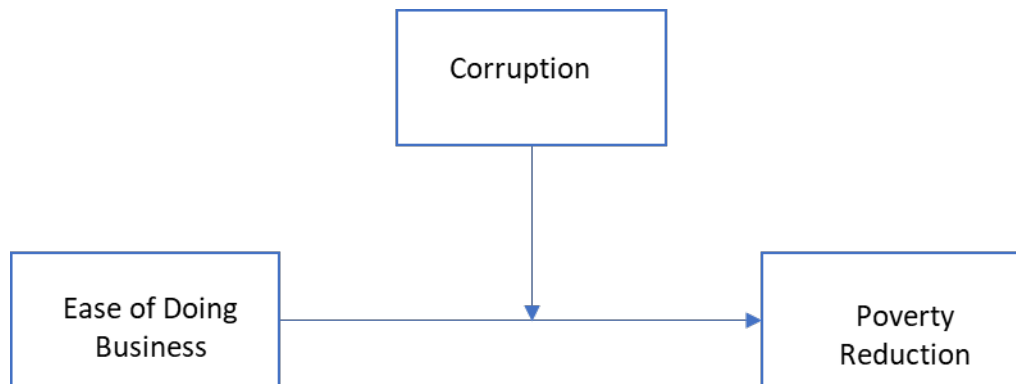
According to the World Bank (1996), Nigeria is a paradox – characterized by poverty levels that clearly contradict her level of wealth. Twenty-five years after the World Bank made that declaration, not much appears to have changed in terms of the country's poverty profile. Even with its position as the seventh most populous nation in the world (Worldometers, 2021), Nigeria's level of poverty has been alarming, as over 40% of the population live below the national poverty line (Wikipedia, 2021). In fact, Nigeria's 'poverty in the midst of plenty' has been described as an embarrassing paradox (Obadan, 2001).

Despite the relevance of and growing interest in poverty reduction, existing research has largely focused on the role of government support and aids, resulting in fewer studies on the role of entrepreneurship as a channel for poverty reduction (Si et al. 2015; Korosteleva, & Stępień-Baig, 2020). Among scholars and practitioners, it is widely argued that entrepreneurship is an important means for alleviating extreme poverty (Bruton, Ketchen, & Ireland, 2013; Chliova, Brinckmann, & Rosenbusch, 2015) and certain studies have found that entrepreneurship activities have a highly positive impact on poverty reduction (Akanmu, Brimah, & Gbadeyan, 2018; McCloskey, 2010; Si et al. 2015). New venture creation is at the heart of entrepreneurship, and it is arguable that an enabling business environment will result in better entrepreneurial outcomes. Accordingly, the role of the ease of doing business as a precursor to new venture creation has been well researched. The World Bank's Doing Business project created the Ease of Doing Business (EDB) index to provide an impartial and objective measure of national business regulations. This measure is useful for MNE's who need to make decisions regarding foreign direct investment options, governments seeking to improve and facilitate enterprise creation, as well as international organizations seeking to provide aid to developing nations. The evidence in prior research suggests that the ease of doing business (EDB) predicts FDI inflow among Sub-Sahara African countries (Nangpiire, Rodrigues, & Adam, 2018), and also predicts socioeconomic wealth (Leal-Rodríguez, & Sanchís-Pedregosa, 2019). However, the direct effect of EDB on poverty reduction has not been studied.

Based on entrepreneurship literature, it is expected that EDB will result in greater levels of venture creation in a country, and subsequently aid poverty reduction. However, Nigeria is generally regarded as a corrupt country. In the last decade, Nigeria has remained on the higher end of the corruption spectrum as measured by Transparency International. Considering the negative relationship between corruption and poverty that has been documented in existing research, this paper, therefore, aims to a) examine the possible effect of the ease of doing business on poverty reduction, as well as b) determine the moderating effect of corruption on the relationship between EDB and poverty reduction. The paper proposes the following research questions: Does EDB have an impact on the level of poverty in Nigeria? Does the level of corruption impact the relationship between EDB and the level of poverty in Nigeria?

The paper contributes to the existing body of research on poverty reduction by considering the effects of the ease of doing business and corruption. Based on the World Bank's position that economic activity benefits

from clear rules, the paper argues that ease of doing business could help in reducing poverty through the creation of an enabling environment for businesses, and further argues that the negative effects of corruption are likely to diminish the positive effects of EDB on poverty reduction efforts in Nigeria. Based on this background, the paper sets out to theoretically propose the direct effect of EDB indicators on poverty reduction, as well as the moderating role of corruption on the relationship between EDB and poverty. Data on poverty and EDB will be obtained from the World Bank's website, while data on corruption will be obtained from Transparency International. Figure 1 shows the conceptual model.



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FAMILY INFLUENCES ON WOMEN'S ENTREPRENEURIAL JOURNEYS

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EXTENDED ABSTRACT

The main objective of this paper is to develop and explore a theoretical framework for uncovering family influences on the entrepreneurial journeys. A growing body of research address women's entrepreneurship in different contexts, including in African countries (Tilmar, 2016), with context enabling or inhibiting women's entrepreneurship (Adeola, Ngoasong, and Evans, 2018; Diaz-Garcia et al., 2016). There a research gap in the entrepreneurship literature on Africa, and women's entrepreneurship more broadly, about family influences on the entrepreneurial paths or trajectory on women entrepreneurs. Existing research on family influences in entrepreneurship draw on resource-based view, new systems theory (Frank et al., 2017) and family orientation perspective (Lumpkin, Martin, and Vaughn, 2008). Frank et al., 2017). Taken together, the research identifies how dimensions of family influences, such as family involvement, the essence of a family, family identity and family orientation that shape the governance and performance of a family business. Chuku (2018) argues that the gender, traditions, and power imbalances differ from the western capitalist experience, suggesting that the African conception of family can offer fresh insights that challenges, but complements existing research women's entrepreneurship. Thus, this addresses two questions: (1) What are the family influences on women's entrepreneurship, when viewed from the perspective of the entrepreneurial journeys of individual women entrepreneurs? (2) What strategies do women entrepreneurs use to navigate family influences in creating/operating small and medium-sized businesses?

In answering the above questions, this paper makes two contributions to the literature. First, it develops and critically explores a theoretical relationship that links the African family context, family influences and women's entrepreneurial journeys. The starting point is a hypothetical linking depicted in figure 1. In shifting the focus on entrepreneurial journeys as a process or a series of events in growth-development path of women entrepreneurs (Ngoasong and Kimbu, 2019), entrepreneurial journeys is investigated as the outcome of the Africa context experiences of women entrepreneurs in response to family influences that shape the entry choices and post-entry strategic decisions they make across the stages of their entrepreneurial journeys.

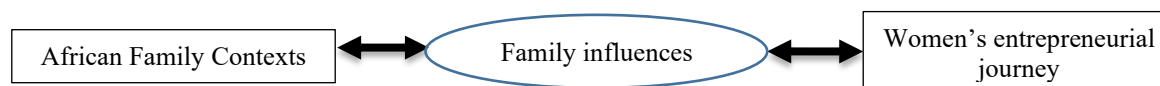


Figure 1. Understanding family influences on women's entrepreneurial journeys

The family as context reflects the social and institutional dimension of context. There is the internal family (parents and their children as a houseful unit), external family (descendants of a common ancestor) and tribe and ethnic group practices that constitute family relationships (Wolf and Frese, 2018; Ngoasong and Kimbu, 2016). Women entrepreneurs can use their family relationships to access start-up or working capital, recruitment of employees and information about potential clients for their enterprises (e.g., Ngoasong and Kimbu, 2016; Ngoasong and Kimbu, 2019). Power structures within family networks can challenge the agency of women entrepreneurs, leading some to operate, for example, in the shadows of the husbands (Wolf and Frese, 2018). The literature on context assumes a direct relationship where context can enable or inhibit women's entrepreneurship (Diaz-Garcia et al., 2016; Welter 2011). Acknowledging this argument, the aim here is to move the debate further by focusing on the dynamic nature of women's entrepreneurial journeys in diverse context.

Thus, rather than view the African context as simply a useful research setting, this paper suggests that the African experience also provide opportunities for theory development to complement resource-based theory, new systems theory (Frank et al., 2017) and family orientation perspectives (Lumpkin et al., 2008) in entrepreneurship. This responds to calls for qualitative studies that examine family involvement (ownership, management, and control), essence (orientation, sharing information, proficiency), and organizational (family business) identity (Frank et al., 2017). Uncovering family influences on women entrepreneurs' advances understanding of entrepreneurs' decision-making at different stages of entrepreneurship (Ngoasong and Kimbu, 2019) in response to those influences.

Second, the paper develops qualitative case studies that uncover how belonging to a family fosters or hinders women's entrepreneurial journeys. The research setting is women-owned small businesses drawn from six African countries (Sierra Leone, Nigeria, Cameroon, Ghana, Uganda and Kenya), having differential family positions, roles and relationships that transcend ethnic traditions and institutions of government (Boateng, 2017; Chuku, 2018). A qualitative method was used, based on narrative analysis. This method is useful for generating family influences from multiple case studies (Frank et al., 2017). Three criteria were used to select ten case studies differing in size, age and location. First, businesses that are owned (or co-owned) and managed by women as evidence of their active involvement in the business (Ngoasong and Kimbu, 2019). Second, the importance of a broad range of sectors. For instance, most women-owned businesses are in the service sector, which leads to stereotypes, whereas there are women-owned manufacturing firms. For this, the sample included a private university, consultancy, hotel, restaurant chain and manufacturing firms. Third, women entrepreneurs experience of diverse cultures/traditions within Africa (e.g., internal vs. extended families, monogamous versus polygamous families, inter-tribal and inter-county marriage and married versus unmarried women) (Wolf & Frese, 2018).

Primary data was collected through narrative interviews with women owner-managers of ten businesses, using the interview guide developed based on the family influence themes, between 2012 and 2019. This was complemented by single and group interviews with women entrepreneurs' family members and non-family members involved in their businesses, as well as participant observations. The accounts of participants were exploratory and flexible such that themes and findings emerge from the stories from the field and reinforced by the review (McAdam, Harrison, and Leitch, 2018). Following Frank et al., (2017), the data was analyzed through fine and sequential analyses to reconstruct the structures and processes in the African family, which might exist independent of women entrepreneurs' intentions, but which are identified by women entrepreneurs as informing their entrepreneurial path-creation. This method was applied to each of the ten case studies followed by a cross-case analysis to aggregate first-order, second order and aggregate/theoretical dimensions necessary to generate a theoretical framework for uncovering family influences on women's entrepreneurial journeys.

The emergent theoretical framework reveals the complex nature of family influences in an African context and the decisions made by women entrepreneurs in response to those family influences. The decision-making occurs at the three stages of the women's entrepreneurial journeys (start-up, early stage and established/growth) reflecting influences on women entrepreneurs in terms of self-independence and their businesses. The policy implications include government policies to encourage women's entrepreneurship through addressing gender inequality in the entrepreneurial sector because of family contexts. This includes, for example, access to resources (e.g., property ownership) and gender-aware family support policies (e.g., childcare) that reduce part of the dependence of women entrepreneurs on their family beyond their preferred aspirations. The findings have implications for initiatives by international foundations and NGOs that support women entrepreneurs through local (community) associations.

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PANEL: “The Impact of Exogenous/Endogenous Shock on Youth Entrepreneurship in Africa”

Panel Chair: **Wheeler R. Winstead**, Howard University

Panel Participants: Jean T. Wells, Howard University; Seun Kolade, De Montfort University; David Rae, De Montfort University; and Demola Obembe, De Montfort University

Panel Preface by Wheeler R. Winstead, MBA, Ph.D.

Over the years, Africa has sustained numerous pandemics, invasions, and occupations because of outside forces. These “exogenous shocks” have removed vast amounts of natural resources, weakened traditional institutions, stop and delayed development, contributed to intergroup conflicts, dislodged, and displaced families and tribes, and dismantled whole communities and regions. COVID 19 can be considered one of these exogenous shocks. COVID 19 has caused a scramble around the world as communities and nations seek to combat the virus while maintaining a sense of normalcy. Africa was not exempted.

An impact of these shocks is the perpetration of negative narratives which have dominated the whole of the African continent. As such is the image of African youth. Recently, the rapidly growing youth population has gained the label as a “ticking time bomb” further demonizing the continent’s growth potential. Ironically, African agency has seldom been the topic of sustained research.

In early 2020, the African Union Ministers of Health and other delegates met, as a collective, in an emergency meeting to address the issue COVID 19. The forming of the African Youth Front on Coronavirus (AYFC) was one of the outcomes. The AYFC presents a counter-narrative to the dominant negative narrative of the past.

Research is now emerging on the efficacy of African youth in addressing the maladies they face in the 21st century and African entrepreneurship in general. Scholars are beginning to document the rapid evolution of African entrepreneurship and progressive business practices employed to address the various developmental issues.

In Jean Wells’ presentation, the panel will discuss the specific inventions and contributions made by African youth entrepreneurs in combatting COVID-19. The panel will then progress to discuss the subject of African entrepreneurship more broadly. The subject of the “new frontiers” of African entrepreneurship will be led by Seun Kolade and authors David Rae, and Demola Obembe, editor and chapter authors of the book *The Palgrave Handbook of African Entrepreneurship* soon to be released in October/November 2021.

Jean T. Wells, is an Associate Professor in Accounting and Business Law at Howard University, where she also serves as the Associate Director of the Center for Accounting Education. Her research areas include tax, African youth entrepreneurship and diversity in the accounting profession. She is the co-author of a chapter in *The Palgrave Handbook of African Entrepreneurship* (Palgrave Macmillan, October 2021)

Dr Seun Kolade is an Associate Head of Department (International) and Associate Professor in Strategic Management & Entrepreneurship at De Montfort University, where he also leads the African Entrepreneurship Cluster. His research covers the broad areas of transformative entrepreneuring, digital transformation, and SMEs strategies in turbulent environments. He has chaired and presented his research at various international conferences. He is the lead author of *The Palgrave Handbook of African Entrepreneurship* (Palgrave Macmillan, October 2021)

Professor David Rae is a leading innovator and internationally recognized researcher in the human and social dynamics of entrepreneurship and learning. He is Director of the Centre for Enterprise and Innovation at De Montfort University, and the author of *'Opportunity-Centred Entrepreneurship'* (Palgrave MacMillan, 2015) and co-editor of *The Palgrave Handbook of African Entrepreneurship*.

Dr Demola Obembe is Head of Department for Management and Entrepreneurship at De Montfort University. His research interests include entrepreneurship and SMEs, strategy process and practice, knowledge and innovation management, and social capital. Prior to joining academia, he worked in the Nigerian Banking sector. He is co-editor of *The Palgrave Handbook of African Entrepreneurship*.

PANEL: From "Oyinbo" to "Oga," and "Bature" to "Maigida!": Language as "Kola"¹ and Clout in Africa

Panel Chair: **Anita Pandey**, Morgan State University

Panelists: Dr. Anjali Pandey (English) - Salisbury University; Dr. Zekeh Gbotokuma (Philosophy & R. Studies), Jennifer Umezina (English), Uche Okoronkwo (Management), and Chih Fang (Accounting) – all from Morgan State University.

Brief:

Africa is home to the largest supply of minerals and raw materials, as well as a sizeable stretch of arable land, making Africa an investment paradise. On the downside, Africa remains the “poorest continent on the planet” with some 47 percent of Africans living on “\$1.90 or less a day” (www.unforgotten.org), and sub-Saharan Africa has the highest incidence of infant mortality. For these and other reasons, Africa is simultaneously an NGO hub. While studies have examined business investment and “growth” in Africa, and a few studies have examined the use of English in Africa, and the emergence of African Englishes (Bokamba, 2019, 2018, 2014; Pandey, 2017, 2015, 2012, 2002), how knowledge of African languages and communication practices facilitate investment in Africa remains to be studied. More specifically, research is needed on the role that African languages play in investment plans and negotiations, as well as on the spread and increasingly important role that Chinese plays in contemporary Africa. Hence this session, which aims to meet the following objectives, namely:

- i. to provide a linguistic tour of languages in use in different parts of Africa,
- ii. to examine communication practices in use in different parts of Africa, with special attention paid to the role (and future) of African languages in exchanges involving investors, including NGOs
- iii. to identify languages and communication practices that have catalyzed and facilitated investments in Africa and,
- iv. to demonstrate the role of language as capital and collateral in Africa, or what is here termed “clout” or cultural and political intelligence.

Variations in language usage, including what are considered acceptable communication and negotiation practices in Africa will be showcased using Pandey’s (2017) language building blocks framework of cultural competence and politeness. Without getting overly theoretical, using survey-based ethnographic data from a pilot study and information obtained from secondary sources, this interdisciplinary session will examine some key differences in language functions and appropriateness—reflective of differences in politeness and trust-building—that explain how China has taken the lead on the global stage. Specific linguistic strategies that China has employed to win the heart of Africa will also be analyzed.

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1. “Oyinbo” and “bature” are frequently employed Yoruba and Hausa terms used to refer to outsiders or strangers in the Western sense, and these words are also synonymous with “the colonizer,” “the colonist” or “white man.” “Oga” and “Maigida” are the equivalent terms for “boss” in Yoruba and Hausa, respectively, or for “big man” in Nigerian English, a term used to praise men in positions of power, usually to please them and to prompt them to act in a desired manner. Incidentally, in many African communities, the wealth of a man was supposedly evident in the size of his physique. In traditional Igbo society, for instance, bigger the body, the richer the man. This reasoning very likely accounts for the Nigerian English term “big man.” Kola refers to a culturally significant and community-affirming nut. It also has another meaning: a gift (frequently expected by those in positions of power) that elicits action.

Panel Chair, Dr. Anita Pandey, is Professor of Applied Linguistics and Technical & Professional Communication at Morgan State University. She earned her doctorate from the University of Illinois at Urbana-Champaign, and holds a B.A. (honors) in English (with a minor in African literature) from Ahmadu Bello University in Nigeria. Anita was born and raised in Africa, and spent time primarily in Zambia (her birthplace), Nigeria, and Cameroon. She picked up Hindi, Yoruba, Hausa, and Nigerian Pidgin in her childhood, and learned French and Spanish as a teenager-- primarily from children, as documented in her first book, *The Child Language Teacher: Intergenerational Language and Literary Enhancement*, which chronicles how she taught her mother English in her childhood, and how this empowering experience enhanced her academic and social skills. Anita started her teaching career at the College of Education in Azare, Nigeria (where she taught for a year) and has also taught at The University of Memphis, George Mason University, Salisbury University, and Montclair University. Her piece titled “Papi” and her building-blocks cultural competency model won her the inaugural 2016 Diversity and Inclusion Award from the Association for Business Communication International. Anita served as U.S. Liaison for Childhood Education International from 2017 to 2020, and on the Board of the National Association for Bilingual Education from 2014 to 2017. She directs the Howard County African American History Project, part of the Historical Society and presented excerpts from her research on a historic fire of 1965 titled *The Fire Next Door* at our upcoming Quarles Spirit Conference on Oct. 29 at 9 a.m. Most recently, she ran for a seat on the Howard County Board of Education, and she can be reached at languagebuildingblocks@gmail.com

2021 “Out of (and Into) Africa” Conference
All Conference Attendees (Total=236)
(In alphabetical order by first name, as entered on Zoom)

Abainesh Mitiku
Abdul-Fatai Akanbi-Akinlade
Abdul-Kadir Ameyaw
Abdullah Alshehri
Abidemi Aina
Abigail Ehidiamen
Abosedede Gbenga-Akinbiola
Adaobi Mac-Ozigbo
Adedayo Agbonna
Adegbite Tobalase
Adele Newson-Horst
Adeola Salaudeen
Adeyemoh Adeniyi
Adulai Bary
Aduragenro Deborah Adedapo
Akinniyi Oyewusi
Alero Akujobi
Alessandro Mauri
Aleyah Craig
Alijah Taylor
Amaka Anaza
Amarachukwu Agbim
Ami Ogblomesse
Amit Kapadia
Amos Kondol
Ania Ueno
Anita Pandey
Anjali Pandey
Ankit Katrodia
Anoar Alqusaier
Anthony Uchenna Emeribe
Anthony Wilbon
Ariana Nassar
Ashley Bubna
Ba'aba Sule
Baindu Kiadii
Bello Mahmud
Benet DeBerry-Spence
Brenda Memela
Britanya Hanson
Brittany Champion
Calvin Jodisi
Cameron Miles
Catherine Ononogbo
Celia Daniel
Chih Fang
Chikodiri Ofomata

Chinyeaka Justine Igbokwe-Ibeto
Chongkon Haruna Zaman
Chukwudum Anyiam
Cierra Bland
Constance Ifenweobi
Constant Beugre
Cuiling Jiang
Dachollom Sambo
Dalal AlQahtani
Daniel Nwaubani
David Judkins
David Okurame
David Rae
D. E. Okurame
Delicia Lee
Demola Obembe
Donald Davis
Dr Mojisola Ajayi
Duaa Almutairi
Egwuatu Onyejelem
Elsie Ogo
Emina William Uli
Emmanuel Masa-Ibi
Eric Omazu
Ervin Massinga
Evelyn Quartey
Eyamba Bokamba
Felix Nandonde
Fikru Boghossian
Folorunso Ojo
Franzelle Mathis-Pertilla
Funmi Obembe
Funmilayo Soremekun
Gabrielle Carter
Gameli Datsomor
Ganiyat Adesina-Uthman
Gbemisola Labisi
Gene Scott
Georges Ehouman
Gift Njoku
Gina Wilson
Gloria Anetor
Gloria Sraha
Glory Richard
Haiyan Hu
Hakeem Tijani
Hamed Soyeye
Honghua Li
Hongtao Yu
Ibrahim Anoba
Ifenweobi Constance

Irene Boro
Isaac Raphael Okafor
Israel Kpekpena
Jack Perebi Adama
Jameson Oghenefejiro Otubu
Jane Khayesi
Jaquetta Graham
Jean Wells
Jennifer Umezinwa
Jibrin Abubakar
Joan Lilian Ogendo
Joel Okoh
John Agomoh
John Oparaduru
Johnson Obiaga
Johnson Okoh
Joseph Eginiwin
Joseph Kerkulah
Joseph Okputu
Joseph Weon King Jr
Josephine Okorie
Juliet Inyang
Juliet Oniso
K Fisher
Kaosarat Dada
Kenechukwu Aneke
Keshav Raj
Keside Iwuji
Kristina Heinonen
Lanre Ayeni
Laura Williams
Lawrence Ajala
Lisa Walker
Louis Nzegwu
Maha Alshammari
Mameh Andrew
Marcelius Lewis
Margaret Dania
Maruf Yekeen
Maryam Younis
Matthew Egbelade
Michael Chukwurah
Michael Ngoasong
Miriam H
Mohammad Alshareef
Mohammed Muye Haruna
Mojisola Ajayi
Morgan Gourdine
Muhideen Oladejo
Musharraf Alanazi
Nick Quinto

Nicole Peacock
Nikiwe Nondabula
Nina Orji
Nnamdi Madichie
Nnenna Nancy Chukwuma
Nouf AlKhalifah
Nwamaka Anaza
Okechukwu Ndeche
Okuniyi Zakariyah
Oladele Idris
Olawale Lawal
Olufemi Agunbiade
Olufemi Yerokun
Oluwadamilola Idowu
Oluwatoyin Ajayi
Oluyemi Fayomi
Omar Khan
Omotayo Abisoye
Onyema Osuagwu
Onyewuchi Mezu
Opeyemi Fadipe
Othman Alshahrani
Paul Ingenbleek
Precious Dike
Queenet Iheoma-Hart
Rafael Saloma
Rafiu Bello
Rahman Yakubu
Raphael Isaac
Raven Rosa
Rebecca Oni
Rebkha Atnafou
Rene Odanga
Rexford Duncan
Robert Eke
Sade Johnson
Safia Mohamoud
Smaila Mande
Samaya Young
Samuel Bonsu
Samuel Odey
Samuel Ejiaku
Sandra Habil
Serwaa Karikari
Seun Kolade
Seun Olatunji
Shadawn Fleming
Shelly Meyer
Solape Akinpelu
Stella Ayika
Stephan Eyeson

Sufian Jelili
Sunday Ekele
Susan Mudambi
Suzane Strehlau
Tabitha Muchungu
Tamaraemumoemi Okoro
Tamunobelema Solomon
Tania Maree
Tarela Sarimiye
Tationa Offer
Tawana Kupe
Temidayo Fapohunda
Temilola Apena
Temitope Ajibola
Thinkwell Ndhlovu
Thomas Peschken
Titilola Akingbola
Titilope Dimogu
Toyin Asonibare
Tumi Mafoko
Turki Momen
Tyreek Sykes
Uche Okoronkwo
Valentine Onwuchekwa
Vic Chen
Victory Udoh-King
Vivian Strehlau
Wagner Cerqueira
Wale-Smatt Oyerinde
Wheeler Winstead
William Emina
Wogene Mena
Xinyue Zhang
Yolanda Christophe
Yusuf Liadi
Zekeh Gbotokuma

THANK YOU, ALL, AND SEE YOU IN 2023!